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Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. XCVI

NEW YORK, SEPTEMBER 21, 1916

No. 12

American Sugar Refining Company

Drawing Away From the Crowd in a Crowded Field

The advertising of granulated sugar—one of our greatest staples—is a significant step in advertising progress. It is equally significant that Sugar Headquarters should ally with Advertising Headquarters in marketing the comparatively new product—Domino Granulated Sugar.

Our work started with such fundamentals as standardizing cartons, packing cases, barrel heads, collecting and codifying fruit-canning data and proceeding right on up to periodical publicity.

The introduction of Domino Granulated Sugar involves education of trade and consumers. The difference in Granulated Sugars is not so readily apparent. But, despite these obstacles, Domino distribution is rapidly proceeding, spurred by Ayer Advertising.

The experience we gather from helping to market granulated sugar on a national scale helps us effectively to exploit other commodities.

N. W. AYER & SON
Advertising Headquarters
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

American Sugar Refining Company
of New York

The Most Complete Line of Sugar in the World

2 ⁷/₁₀ ¢

PER 1000 RIDERS

is the rate for car card advertising space on the Interborough Subway and Elevated Systems.

This is the *lowest* rate for car space in Greater New York; the passengers carried are all far-riding with time to read, and the total cash-fare traffic far exceeds that of any other system, being TWO MILLIONS daily.

This circulation is taken from official Public Service Commission reports and includes only cash-fare riders. *It is guaranteed to be absolutely free of transfer padding.*

ARTEMAS WARD
TRADING AS WARD & GOW
 50 UNION SQUARE, NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCVI

NEW YORK, SEPTEMBER 21, 1916

No. 12

Holding Your Trade in Line When Goods Are Short

Quick Changes in Merchandising Plans That Have Held Customers

By a New York Sales Manager

"THIS demand can't last," said the sales manager of a non-munition line. Acting on his guess, he filled all orders from stock—and at the height of the season had to call in his salesmen because the factory was loaded up for a year. Now he grinds his teeth at his incoming mail—full of letters saying, "We will have to buy elsewhere," and he knows "they seldom come back."

One of the worst pieces of judgment I have seen was the launching of a new specialty which was bound to be popular. If this had been the manufacturer's one product no one could criticize, but it was just a good addition to a large line. As a result of the crimp which the demand for the specialty put in the production department's plans, service was set back eight weeks on deliveries, which made the six to ten days of three rivals seem like promptness. The specialty caught hold (just as it would have a year later), but it has ended for at least five years its maker's hope of leadership in his industry, because it has antagonized all the trade, from notion store to wholesale hardware houses rated AAA1. The sales force inside and out have lost confidence in the sales manager's judgment and under existing pressure faults of inside organization have disclosed themselves and brought about inter-departmental feuds.

When the war started many dealers let the stocks run down with the idea that they "weren't

going to get caught with a cellar full of goods and no demand." As a direct consequence, even in staple lines in no way connected with the war, sales figures from September, 1914, to February, 1915, were most misleading as figures. In one case this proved very costly, as this incident will prove:

A blank-book manufacturer whose sales from September, 1914, to May, 1915, were almost identical in volume with his sales from September, 1913, to May, 1914, nevertheless had added 600 new accounts in the 1914-1915 period. This was a matter of known record to the sales end but not to the production department. In consequence, orders for metal parts, for attachments and contracts for stock were all placed with the idea that a 12½-per-cent leeway was ample to take care of anticipated larger orders from customers. This would have worked out almost to a dot for the original customer list, but the new 600 customers caught the factory unawares and resulted in 3,000 complaints, only a few of which could be answered by satisfactory shipments of delayed orders.

INVENTORY OF DEALERS' STOCK HELPED IN TIME OF STRESS

One manufacturer is thanking his lucky stars for an odd accident which turned the scales in his favor. Early in 1915 he launched two new ideas. The first was a new form of package; the

second a new line of products. Strangely, defects developed in both. Neither was serious, but when defects were first discovered in the factory, the president felt discretion the better part of valor and by mail and through its eighty salesmen a complete inventory of each dealer's stock was taken. The president rightly figured that it would be unwise to direct dealers' attention to the two possibly defective lines (and on which at the beginning necessity of replacement was feared), so as a blind complete inventories were taken "as part of our 'sales assistance' campaign."

A month after these inventories were all in, and the manager was sadly counting the cost of their taking, the boom came almost over night. By knowing just what stock each dealer had on hand, price advances were easy to select; short-shipments were sent the ones they would not harm. Every case of overstocked dealers was easily located, enabling exchange of items in excess of requirements for those all but depleted. This not only pleased dealers with "white elephants" on their hands but enabled the manufacturer to prove "how closely we look after our trade."

This experience should surely be suggestive to the sales manager who to-day is thinking, "We've enough goods out now to meet every legitimate need—but half our trade is loaded to the gills and the other half out and kicking like a mule!"

"The first steps we took," said the combination sales and advertising manager of the packaged-food line, "were to find out where we stood and where our competition got off. Ordinarily we don't care a lot about how much stuff the Blank outfit can produce, but in an emergency where it's their ox or ours we do."

This maker first had an expert estimate of its own possible production with overtime, then did the same kind of figuring on the possible output of its one big rival—aided largely by the competitor's hundred-page booklet showing every detail of its factories.

When reports were in from salesmen and jobbers it was clear that a boom season was due. Abandoning a half-dozen sampling campaigns started in strong enemy territory, the company figured so that it could take care of all regular customers by shipping on every order only immediate needs. Then with a four-per-cent margin—hardly enough seemingly to warrant thought except as reserve—it watched for and sought out the rival's customers who were disgusted by slow service. These were added only in territory where they could be held in line after the boom and largely picked from the "one best outlet in the town" group.

SUGGESTIONS FROM THE INSIDE

A general manager had this notice posted in every branch and mailed to every salesman:

STOCK ECONOMY BULLETIN NO. 1

Ten prizes of \$50 each will go to the ones submitting the ten best suggestions for making our production go the furthest. In addition a star will be placed on a chart in the executive offices for every suggestion adopted. Each star represents a \$5 gold piece in the Christmas pay envelope. Each week a multigraphed list of adopted suggestions and their originators will be mailed to each road salesman and posted in each branch office.

From this idea came a flood of good suggestions. Here is a bunch of shorter ones selected at random:

"Give salesmen authority to reduce rebate limit where dealers would over-order solely to get best prices."

"Get back all stale stock so to dismantle and use containers heretofore destroyed when freight approximated value."

"Discontinue lines which have same retail and list price as our newer and better lines."

"On turn-over orders to jobbers ship only stock necessary for turn-overs plus one-fourth of jobber's stock order. Other three-quarters to follow in late fall or winter."

"Advance price on special packings from present basis of cost plus 10 per cent to cost plus 40 per cent to discourage orders for all but regular stock."

THE AMERICAN WOMAN
will carry your message to
more than 500,000 prosper-
ous small town homes where
the interest and confidence
in their favorite magazine
has a dominant influence
in deciding their purchases.

Let us explain in detail how
you can profitably use our
advertising columns.

THE AMERICAN WOMAN
Circulation
500,000
Guaranteed

WESTERN ADVERTISING OFFICE

W. H. McCURDY, Mgr.
30 N. Dearborn Street
Chicago, Ill.

EASTERN ADVERTISING OFFICE

WILLIAM F. HARING, Mgr.
Flat Iron Building
New York

"Make fifty-gross price on XA 202 subject to deliveries in five instalments instead of present ironclad rule of one delivery."

"Offer to pay cost on all telegraphic orders."

"Pack XAB 709 and BCR 72 in same style container, using saving in BCR 72 boxes on MM 22, which is booming in my territory."

"As Memphis house is long on MM 22, have them ship it on all orders for St. Louis, Dallas and even Chicago territory although this may often mean two shipments from two different branch houses."

"Don't fill an order complete just because we have the stock. Ship no more than dealer's estimated needs. Labor is cheap compared to stock."

(From an office-boy) "I would not throw away all the boxes that got dirty." This, by the way, resulted in a saving of over \$50 in the first month—and enough extra stock to fill orders for an average town of 3,000.

The larger policies adopted included the issuing of a new catalogue which listed only a third of the 800 items, but included the leaders in every line and at least one in each line for every retail price. Further, a standardization of packings enabled a greater output because of less frequent shifting of materials and sequence of assembling. Then the soft pedal on all "second grade second price" and "dealer's own brand" lines turned production toward the "point of greatest elasticity," as the manager expressed it.

One difficulty at the start came from labels and cartons. Despite contracts and promises, all kinds of disheartening experiences arose. The manager finally told the advertising manager that he was tired of the word "contracts" and was "looking for labels and not law-suits." A new policy was adopted so that, when ordering, the old plates were continued but new ones were ordered for labels which, by spacing or crowding, could be used on both the regular 10-cent and "family" 25-cent sizes.

The most interesting part, to

me, was the stress this executive laid on outgoing correspondence during this critical period and the extremes on which he insists in having exactly the right letter written and exactly the right wording used on all printed notices.

EVEN THE OUTGOING MAIL GETS MORE CAREFUL ATTENTION

"Ordinarily I trust our department heads and their assistants to write all routine letters, having sent me for my approval only correspondence involving some departure from policy or where the unusual size of a deal makes my perusal of insurance value. Now I have a rule that every letter and the one it answers come to me if in any way it covers a kick or an explanation of delay."

A set of clerks comes on duty at 8:30 and at once attacks every kick, the "customer's record card," his Dun and Bradstreet rating, and state of his account. From the shipping department records they secure the actual shipping form and from correspondence and salesmen's order files locate the original order.

With this bunch of data to work with, each department head involved must dictate replies by noon and they are thus ready for approval by 3 p. m. This insures individual treatment—which does not mean hasty letters, as no little time was spent in compiling the most effectively worded paragraphs covering over twenty possible points.

Here are a few of the shorter forms:

"Your order is now on the P. D. X. boat sailing Saturday noon. It includes every item on the order you gave our Mr. Maxwell except 1 gross MM 22, which we wired our Nashville house to ship you by M. D. R. R., freight adjusted to F. O. B. New York.

"We haven't stopped our advertising, because it means continual consumer demand through you and with your aid in anticipating your needs (but not overstocking) you can depend on a record year with our lines.

"Bear with us if you don't get

IN business-getting—
have one definite, cen-
tral object and devote
every ounce of power, every
grain of skill, every particle of
patience and persistence to
hitting this one mark.

THAT, in Nichols-
Finn's belief, points
the way to hundred-
point sales results.

IT is what we mean by
the strength of the
selling thought—the
power of the Dominant Idea.

Joseph C. Finn



NICHOLS-FINN
ADVERTISING COMPANY
222 SOUTH STATE STREET, CHICAGO.

the 'same day' shipments we used to make—it's 'same week' now!"

"Your order will be shipped on the 8th via C. B. & Q., so our Chicago house wires.

"They are out of MM 22 and so are we, but this third item on your order of July 24th to which you refer in yours of the 8th will be shipped from our Nashville house, freight adjusted to F. O. B. New York.

"This leaves ———, which will go forward just as soon as we can turn them out.

"Wire us collect if you want any part of these two items by express.

"The unheard-of demand shows that consumers as well as dealers read our advertising, which will go on this fall, rain or shine."

Here is an envelope enclosure that made a hit—but unfortunately made dealers hold on to what they had and order more heavily than usual.

"FAIR EXCHANGE

"Have you been over-optimistic on all of our 862 items? If so, let us know just which ones and how much you'd like to have us take off your hands by credit or exchange.

"Our two new factories in Milwaukee and St. Louis are performing well, but we can't afford any idle stock in their hands or yours.

"Our liberal exchange policy always means that we think of anything we make as ours until your cash-register rings up your profit."

"Let us know by return mail of any items on which we can help you."

In normal times it does us harm to boast about big orders. Today there is a deadly boomerang, as this letter from a customer shows:

"Your ad in the ——— (a trade-paper) shows twenty-two auto trucks loaded with ——— for the John Jones Drug Co. of this city. That's why you can't fill my orders 'until late this fall,' as you write. Do you know that Jones' buyer got a raise in salary for 'putting it all over you'? Well, he did.

"I don't blame your salesman so

much for taking the order as I do you for accepting and for shipping it. When you rub it in by boasting about it, then someone ought to hit you with a club. It will be many a long year before we smaller jobbers in New York forget it."

WHAT TO DO IN RUSH SEASONS

Let's sum it up.

To hold your trade when stock is short the ones who are doing it say:

1. Look ahead.
2. Never ship more than a buyer needs.
3. Don't let *him* permit his customers to overstock.
4. Cut out fancy lines and packages.
5. Don't launch new lines.
6. Cut out packages and lines which compete with each other.
7. Keep "dealer's own brand" down to old customers and these down to the limit.
8. Short ship rather than hold orders.
9. Keep both eyes on parts and packing all the time so that goods manufactured are not delayed in assembling.
10. Let competitors have their own troubles in their own territory.
11. Make ability to write letters have a sound basis of best effort.
12. Use boom times to kill trade abuses and fads.
13. When you make a delivery promise make a definite one and keep it.
14. Don't call in the salesmen; make them travel and be your scouts, locating your own weaknesses and evidence of competitor's improvements on your methods.
15. Focus your advertising on specific products that you can handle rather than on your whole line which you *can't*.
16. Don't write hasty letters because your order and shipping departments are rushed. You wouldn't run to the station because your train made a close connection after traveling a thousand miles.
17. Revamp your window dis-



11 EAST 36TH STREET
NEW YORK

S. WILBUR CORMAN
*has acquired a substantial
interest in this business, and
after October 2nd, 1916,
will be responsible for its
General Management.*

CHELTENHAM
Advertising Agency, Inc.

Established 1897

INGALLS KIMBALL
President

plays so as to feature what you have in plenty, not what you would normally like to push.

18. Don't scare your trade into ordering. If you make a prompt shipment don't make customer think it unusual.

19. Look ahead.

To show very clearly that a backbone like steel is needed not after the horse is stolen but long before, it is only necessary to take from real life this situation and its varying treatment.

A., B. and C. all made, let us say, electric-light sockets. Except for the brand-names, they were so rigidly standardized as to be identical for all intents and purposes.

A., B. and C. have been at swords' points and selling one model, their No. 82C, at about cost. It was not a wholly satisfactory device, and when business picked up all planned to abandon it. All three were forced to raise prices on account of materials hitting the sky. A. and B. had a big stock of No. 82C and cut the price to clean them out.

Every one of C.'s salesmen urged a similar course. Even the board of directors brought pressure to bear on the president, who refused to follow his competitor's course and, to make matters "worse," advanced No. 82C along with all other sockets.

Today A. and B. are weeks behind on deliveries. They were forced to put their main production and shipping forces on No. 82C at a loss while the later demand for profitable lines is still unfilled.

C. has at his new price all the orders he wants on No. 82C, but these came in long after the profitable lines and no one feels unfairly treated if delayed on an item in which their business is discouraged.

C. to-day is first in profitable sales, first in the regard of the trade, and by one single piece of good judgment in planning to hold his trade in line, has gained in a year at an absurdly low sales expense more than he could have hoped in a decade of hard work.

Look ahead!

Death of Thomas Martindale

Thomas Martindale, Philadelphia grocery merchant and first president of the Poor Richard Club, died last week while on a hunting expedition in the British Columbia wilderness. He was one of the best-known grocers of the United States and a pioneer among successful retail advertisers.

Mr. Martindale was born in England seventy years ago, and spent his early life in Canada. His first grocery store in this country was opened in 1869, in Oil City, Pa. Six years later he removed to Philadelphia and laid the foundation for the present large establishment bearing his name. Though sticking to retailing as a main line, Mr. Martindale imported certain lines extensively, especially teas, and carried on a considerable wholesale business. He was regarded as one of the best tea experts in the country. All his life he was a lover of wild nature and had written copiously of his travels and adventures. He had explored virtually every wilderness of America and some foreign lands.

In the advertising of his store, which had been one of the chief factors of his success as a merchant, Mr. Martindale realized the value of news and of educational copy. His advertising was frequently of an instructive nature and was always interesting.

A few years ago he determined upon the use of simplified spelling in his copy, chiefly to save space. One of his typographic rules was to employ the character "&" instead of the word "and," thereby creating a considerable space saving.

At the time of his death Mr. Martindale was a member of Poor Richard's directorate.

Merrell-Soule Activities

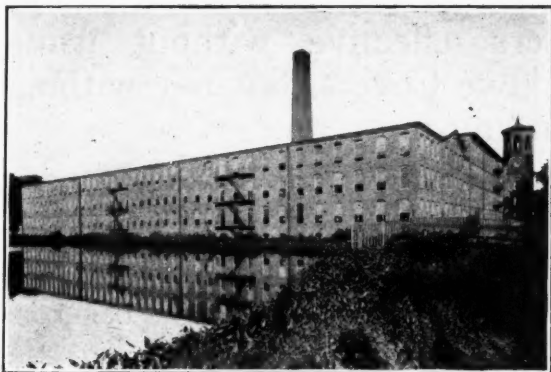
The advertising campaign of the Merrell-Soule Company, Syracuse, N. Y., manufacturer of food products, will begin next month in the magazines, and run into the spring of 1917. In daily and weekly newspapers of the Middle West, Rocky Mountain and Pacific Coast States copy will appear in connection with the national campaign—all in the interest of None Such Mince Meat.

A newspaper campaign is also being conducted in Springfield, Mass., Syracuse and Buffalo, N. Y., Kansas City, Mo., and Atlanta, Ga., for the company's Powdered Modified Milk. This product has been tried out in Syracuse for four years, and the present more extended campaign is to determine its advantages under various climatic and population conditions.

Wardner Now New England Manager

Charles D. Wardner, who has been connected with *The American Magazine* several years, has been put in charge of the magazine in the New England territory, with headquarters in Boston.

Rhode Island's Industries **Woolen Goods**



PLANT OF WANSKUCK COMPANY

Consumes Annually More Than 10,000,000 Pounds of Wool in the Manufacture of 4,000,000 Yards of 54-inch Woolen and Worsted Goods. The Foremost Manufacturer of Standard Blue Serges.

Rhode Island is Third *in the Production of* **Woolen and Worsted Goods**

The industry occupies 81 establishments, employing over 26,416 operatives. The annual payroll is over \$12,000,000 and the average wage \$496. The value of the completed product is \$60,888,755.

RHODE ISLAND is the Home of
The Providence Journal
The Evening Bulletin

REPRESENTATIVES: CHAS. H. EDDY CO.
New York Boston Chicago

You can make your catalogues, booklets and folders effective without using Buckeye Covers, but not without spending more money.

Buckeye Covers are the only quality cover papers with which you get the benefit of quantity production and quantity distribution. Both the cost of making and the cost of selling are constantly being reduced by the growing demand.

Don't judge Buckeye Covers by the price. It is not the price, but the value given for the price, that has made Buckeye Covers the largest selling brand of cover papers in the world.

It will pay you to specify them.

Mill of The Beckett Paper Company
Hamilton, Ohio



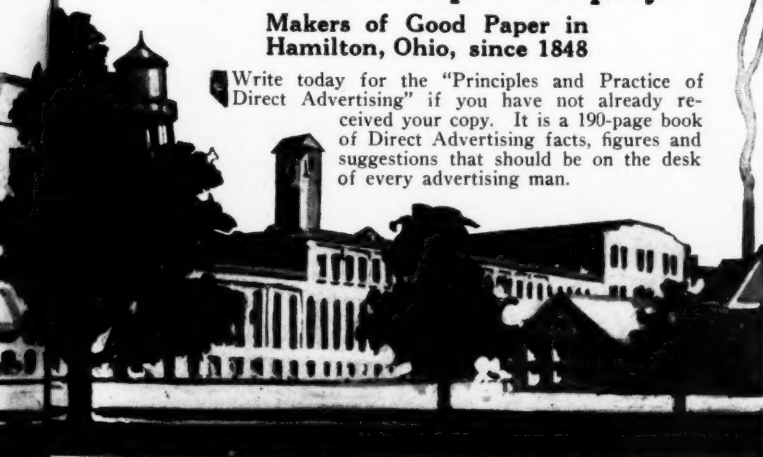
Through the leading paper dealers listed below, who depend upon volume of sales with quick turnovers for their profits, Buckeye Covers are delivered to your printer from stock, at prices that represent only a small advance over actual manufacturing cost.

ATLANTA The Whitaker Paper Co.	MILWAUKEE {The E. A. Bower Co.
BALTIMORE Smith-Dixon Company, Division	MINNEAPOLIS Standard Paper Co.
BIRMINGHAM The Whitaker Paper Co.	MONTREAL McCellan Paper Co.
BOSTON The Arnold-Roberts Co.	NASHVILLE Federal Paper Co.
BUFFALO The Alling & Cory Co.	NEW ORLEANS Graham Paper Co.
CALGARY John Martin Paper Co., Ltd.	 E. C. Palmer & Co.
CHICAGO {J. W. Butler Paper Co.	NEW YORK {Henry Lindenmeyr & Sons,
 James White Paper Co.		32-34-36 Bleeker Street
 The Chatfield & Woods Co.	OAKLAND Zellerbach Paper Co.
CINCINNATI {The Cincinnati Cordage & Paper Co.	OKLAHOMA CITY Western Newspaper Union
 The Diem & Wing Paper Co.	OMAHA Carpenter Paper Co.
 The Whitaker Paper Co.	PHILADELPHIA Garrett-Buchanan Co.
 The Central Ohio Paper Co.	 {The Alling & Cory Co.
CLEVELAND {The Union Paper & Twine Co.	PITTSBURGH {The Chatfield & Woods Co.
 The Central Ohio Paper Co.	PORTLAND, ORE. Pacific Paper Co.
COLUMBUS The Central Ohio Paper Co.	RICHMOND, VA. Richmond Paper Company, Inc.
DALLAS Southwestern Paper Co.	ROCHESTER The Alling & Cory Co.
DAYTON {The Keogh & Rike Paper Co.	ST. LOUIS Graham Paper Co.
 The Cincinnati Cordage & Paper Co.	ST. PAUL Wright, Barrett & Schwell Co.
DETROIT The Union Paper & Twine Co.	SALT LAKE CITY Carpenter Paper Co. of Utah
DES MOINES Carpenter Paper Co.	SAN FRANCISCO Zellerbach Paper Co.
DENVER The Peters Paper Co.	SEATTLE Richmond Paper Co.
EDMONTON John Martin Paper Co., Ltd.	SIOUX CITY Western Newspaper Union
GRAND RAPIDS Central Michigan Paper Co.	SPOKANE American Type Founders Co.
HOUSTON Southwestern Paper Co.	SPRINGFIELD, MASS. {The Paper House
INDIANAPOLIS {Indiana Paper Co.		of New England
 C. P. Lesh Paper Co.	TOLEDO The Central Ohio Paper Co.
KANSAS CITY Graham Paper Co.	TORONTO The Wilson-Munroe Co., Ltd.
LINGOLN Lincoln Paper Co.	WICHITA Western Newspaper Union
LITTLE ROCK Western Newspaper Union	WINNIPEG John Martin Paper Co., Ltd.
LOS ANGELES Zellerbach Paper Co.		
LOUISVILLE Louisville Paper Co.		
MEMPHIS Tayloe Paper Co.		
MIDDLETOWN, O. The Sabin Robbins Paper Co.	FOREIGN SELLING AGENTS	Henry Lindenmeyr & Sons, London, England

The Beckett Paper Company

Makers of Good Paper in
Hamilton, Ohio, since 1848

Write today for the "Principles and Practice of Direct Advertising" if you have not already received your copy. It is a 190-page book of Direct Advertising facts, figures and suggestions that should be on the desk of every advertising man.



"WE CAN'T HAVE
the New
bu

begins in the next,
the November, issue of
THE RED BOOK
MAGAZINE
In this, the fourth novel
by Mr. Hughes to appear
first as a serial in the
Red Book Magazine, he
tells in most brilliant
fashion the story of the

EVERYTHING"

Novel
Rupert Hughes

**Girl Who Had Never Had
Anything and the Man
Who Had Always Had
Everything, of the strange
manner in which Fate
threw them together in
New York; and of the great
human drama in which
they played leading parts**



Unlike any other paper

The Clothing Merry-go-round

Each year Mr. Ely handles a bigger assortment of readymade clothing—H. S. & M. among others—and every year more and more men buy their suits and overcoats from him, instead of going to the big city—trolley fare, 25 cents. And, as rapidly as Mr. Ely gets more trade, he can offer larger stocks.

Mr. Ely would soon fail if he depended on the town trade alone—his real volume of business comes from the nearby country. To get at these customers, he uses some of the selling helps the manufacturers give him, does some advertising in the local papers, but chiefly depends upon good service to enlarge his business.

To reach Mr. Ely's customers and prospects, there is no better medium than The Farm Journal, which actually circulates more copies in Mr. Ely's territory than does the local newspaper. November closes October 5th.

The Farm Journal

Washington Square, Philadelphia

Selling the Dealer on Asking the Full Price

Special "Kickers" in the Trading-up Campaign of the American Electric Heater Company

An Interview with

W. A. Baker

Sales Manager, American Electric Heater Company, Detroit, Mich.

A CLEVELAND department store stocked a private-brand iron selling at \$3.75. They were pushing it hard. It bore the name of the store and allowed them a per cent of profit considerably above the discount on the fixed price of the \$5 iron. There was, as they thought, more room for advertising expenditure and easier sales because of the lower price. They had, though, so many calls for one of the advertised irons that they were obliged to stock a few.

They started with a half-dozen to retail at \$5 each. These were not pushed, they were actually put back out of sight. But customers asked for them and the sales at once literally bounced up even with the sales of the private-brand article.

This signified the futility of trying to keep the public from having what it wants. These \$5 irons were then brought out and given an equal chance with the lower-priced private-brand iron.

Salesmen continued, however, to try to sell the cheaper iron, they especially called it

to the attention of all customers, talked of the fact that the store itself was behind this iron, that it bore the store's guarantee, that the store recommended it, and then the salesmen featured the price. But in the face of these efforts, the \$5 iron went up to 60 per cent of all sales of irons—

outsold the cheap iron in the face of the strongest kind of competition by 50 per cent.

Why? Was it because the public sought the cut-price article? Most certainly not, because the price was not cut, and 60 per cent of all sales were for the higher-priced article.

The public is not half as anxious for cut prices as the average dealer thinks it is. It wants quality goods and it is willing to pay what the goods are worth.

The first essential in getting the full price is to let the customer know what the price is. And this applies especially on the higher-priced article.

The American Electric Heater Company has worked on this principle and not



The "Beauty" Iron

When you want something more than a plain electric iron: when you want an iron that is guaranteed for all time, finished to the highest degree possible, balanced to a fraction of an ounce; when you want a "Super Iron," you want a \$5.00 "American Beauty". We also have electric irons for \$3.50 and \$3.75.

Electric Shop

Washington Water
Power Co.
MAIN 5171

KIND OF COPY SUGGESTED FOR
DEALER TO RUN

only has taken the lead in sales with its higher-priced electric iron, but has almost entirely *prevented price-cutting*.

"The price tag," says W. A. Baker, the company's sales manager, "has done most of the work. It is a simple little tag, attached to the iron at the factory. On one side it reads: 'Guaranteed for all time. Price anywhere in the United States, \$5.' On the other side the following 'teeth' are put into this guarantee: 'This Little Beauty Electric Iron is warranted perfect and free from defect. Should the heating element prove defective at any time a new one will be given free by your dealer or by us. Return this tag with defective element.'"

Mr. Baker said: "We have found that nearly all dealers are willing to *try* to get the whole price, and when a tag like this one is used, carrying the price, the dealer is apt to give it a chance to do its work. It is made plain to him, however, that he cannot buy these electric irons unless he sells them at full price.

"The big feature, though, is the tag, and I believe that this little tag has had more to do with getting the full price than even the company's policy of refusing to sell to dealers who cut the price.

"And I believe this is a feature which would, and does, apply with equal force to any line of goods."

SALESMEN INSTRUCT DEALERS ON MAINTAINING PRICE

All of the company's salesmen are instructed in how to sell dealers on a fixed price as much as on the iron itself. They do not spend much time worrying the dealer about his inability to buy the stuff to sell at cut prices, but rather emphasize to him in all the arguments the fact that the public does not want cut prices, and that what the public does want is real value.

The salesmen are taught to drive this home to the dealer with such statements as the following: "It is more than an equal chance that the customer does not know what a good article *should* cost,

and that the average customer will pay nearly any price which is quoted to him as reasonable."

They feature the fact that the tag is on the iron, and cite the stories and incidents where customers seeing the electric iron at more than one price are apt to buy the higher, as in the instance cited above—more of the highest-priced one than of all the others combined.

Another policy which has had a big part in getting the dealer to sell this company's goods at the full price has been the simple and sensible policy of selling him, billing him, advertising to him and for him, always in retail figures—never wholesale.

The company's salesmen do not talk \$7 a dozen, nor any other dozen price. They talk always in retail figures of \$5 each. The dealer's profit is brought out in the *trade discounts*, never in "mark up." He reads the advertising, listens to the salesmen, buys the goods and pays the bill with only the one price in mind—\$5.

A good way to get a dealer to cut a price is to sell him your goods by the dozen. Then to him it is a problem in merchandising to fix the price where the goods will sell easiest. He must fix a price, and if he be at all doubtful about the willingness of the customer to pay a good stiff price he will fix the price where the customer will pay it.

So it is important to keep out of his mind entirely the problem of figuring prices. If the manufacturer wants the goods sold at a specific price, he must keep that price before the dealer and figure his profits for him in the trade discounts.

The company also gets out a monthly folder, or mailing card, for its dealers. This folder, which is primarily intended to feature the goods, contains also many thoughts which have a direct or indirect bearing on getting the whole price.

"Quality appeals to the woman as well as to the man," one of these folders tells the dealers.

SAFETY FIRST

On Oct. 7th the Fifth Big Annual "Safety First" Number of Coal Age will be published.

This Fall Quarterly Special promises to be one of the largest and most interesting of the year. It has been widely advertised to the entire coal industry and will have an extra circulation in addition to the over 10,000 net paid subscribers to Coal Age.

The Coal Industry ranks *first* in progressiveness in the big "Safety" and "First Aid" movements. More coal mine operators and employees are actively interested in "Safety First" than any other special industry.

If you manufacture "Safety" or "First Aid" supplies, COAL AGE is the logical medium through which to reach this large field and the "Safety First" Number is the place to be well represented.

Copy should be in our hands by Monday, Sept. 25. Regular Advertising rates apply to this Special Number.

Oct. 7—Special Issue COAL AGE

Hill Bldg.

Member A. B. C.

New York

"She wants and will buy 'quality goods.' You must have 'quality goods' if you would secure and hold her trade. Inefficient, trouble-giving electrical devices will not retain her trade or her good will."

The following extracts from these folders suggest the kind of talks continually being sent out to these dealers. Most of these arguments are simply to interest the dealer in quality goods, but they have a very important indirect bearing on getting the whole price. They make the dealer forget cut prices and low-priced goods. They teach the dealer to sell the merchandise rather than let the customer buy it:

"You cannot satisfy your customers with unsatisfactory merchandise. If an article isn't right don't sell it."

"Word-of-mouth advertising is the most effective."

"Sell only merchandise you know will give unbounded satisfaction to your customers and they will tell their friends about it."

"No sale can be considered complete until the article sold has been delivered, paid for and is giving satisfaction to the purchaser."

"Which do you prefer? To sell an article at a fair profit that you know will stay sold, or an article at a greater apparent profit that you may be compelled to sell over again several times?"

"The only way you can build up a 'quality' store is to sell only 'quality' merchandise."

"The merchant stands as a guarantee to his customers of the value of the merchandise he offers for sale."

"Value, like water, seeks its own level. No merchandise can be sold for any great length of time for more than it is worth."

"No man can build up a permanently successful business unless he gives good value on every article he sells."

"You cannot afford to take chances with articles that won't stay sold, no matter what the apparent profit on the sale seems to be. One dissatisfied customer

may cost you the profit on a score of sales."

"Your window displays are an index to your store. You can make them pull trade into the store or drive trade away."

"We have some very attractive window-display material that is yours for the asking."

DEALERS TOLD HOW OTHERS ARE ADVERTISING

In these folders they feature to the dealer the best of the advertising used by dealers to sell the goods. When an electric shop, for instance, works up a particularly strong newspaper advertisement it is reproduced in one of the folders and sent to all dealers.

These folders are not intended to take the place of a house-organ, but they are sent out once a month. Each one is separate and individual.

As a part of its plan to get the full price, as well as a part of its selling efforts, the American Electric Heater Company puts out a tiny flasher display case. The lower half is about the right size to contain an electric iron. On three sides of the upper half is a colored transfer showing an "American Beauty" using an electric iron. These display cases are made of quartered oak and plate glass and are rather expensive, but the company has found that they help the dealer sell enough electric irons to more than pay their way. They are loaned to the dealer without charge provided he stocks six or more of the irons.

Joins Esco Company

Frank R. Kelly, formerly sales manager of The Macey Company, Grand Rapids, has joined the Esco Manufacturing Company, of Detroit. He will handle the New England territory with headquarters in Boston.

With Consolidated Car Company

Guy W. Morgan, for several years purchasing agent of the Mitchell Motor Car Company, Wis., has been elected president and general manager of the Consolidated Car Company, Detroit.



GAINS

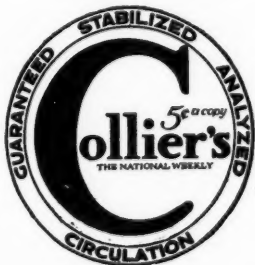
First Nine Months 1916

	1915	1916	GAIN
Lines -	485,206	603,619	118,710
Money -	\$1,529,341.44	\$1,886,553.25	\$357,211.81
Circulation	(Sept. 25) 885,000	(Sept. 23) 925,500	40,500
Average Size of Issues	40	45	5

Collier's growth is swift, steady and sure. Its gains are never sensational, yet always notable. As it increasingly fills the needs of more and more people editorially, more national manufacturers become convinced of its unique ability to fill their needs through its advertising columns.

Large, steady gains in circulation and advertising year after year are unmistakable evidence that both readers and advertisers are finding The National Weekly a better and better investment.

Subscribers
776,000



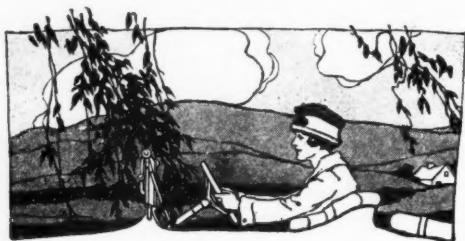
Total Circulation
925,500

New York

Chicago

Boston

Philadelphia



Not—ten miles to town But—twenty minutes to town

That's the way small town dwellers and farmers reckon now, since the automobile became so common in country districts. They talk like commuters. Minutes, not miles, have become the measure of distance with them.

TODAY'S has realized the gradual *automobilizing* of the country atmosphere for some time. We receive 10,000 letters a month from our readers, and when a new note creeps into the life *out there*, it is reflected in the correspondence infallibly.

TODAY'S was the first, and is still the only one, of the small-town magazines to see that an automobile department is a necessity to any such publication if it means to keep abreast of the times.

The Woman Driver, our new department, is in full swing under the guiding hand of Mrs. A. Sherman Hitchcock, the first woman in the East to drive a car, and one of the best informed women anywhere on the subject of automobiles.

What every woman wants

Here are extracts from a few of the letters now coming to Mrs. Hitchcock from small-town and farm women glad to find a reliable adviser:

"What is your opinion of the 1917 model Dodge car?"

"There are so many women who, like myself, have no men in the family

to look up automobile points for them. I have been somewhat interested in the advertisement of the \$595 Maxwell, and would be glad to have your opinion."

"Best car at about \$1000. Would like to have a car with deep, soft cushions."

"Do you know anything about the Briscoe car?"

"How does the Chevrolet rank? Also Buick and Dodge?"

"What is your opinion of the Haynes car, manufactured in Indiana, for service and durability?"

"Am thinking of buying an electric auto next season. My friends try to dissuade me from an electric. What is your judgment?"

"Am thinking of buying a Saxon or Metz. Which is the most desirable for the money invested?"

"What is the best \$500 or \$600 car for a farmer to buy?"

Prospects Ad Libitum

Mr. Nichols, the Field Editor of our companion publication "Inland Storekeeper," recently made an auto trip to the Pacific Coast and back. At our request he looked up many TODAY'S subscribers in towns along the way, consulting with local bankers, garage men and postmasters to get actual facts as to how many own machines.

The result surprised us, and pleasantly.

Four out of every ten have cars. Three of the remainder could afford to buy.

We had not supposed that 70% of our readers could rank as auto "prospects," but the fig-

ures are here for anyone to see.

One California town ran 121 car owners out of 147 subscribers. It is Rio Vista, population 1200, of whom 400 are Portuguese.

We do not believe there is a better publication for advertising medium priced and popular priced cars than TODAY'S.

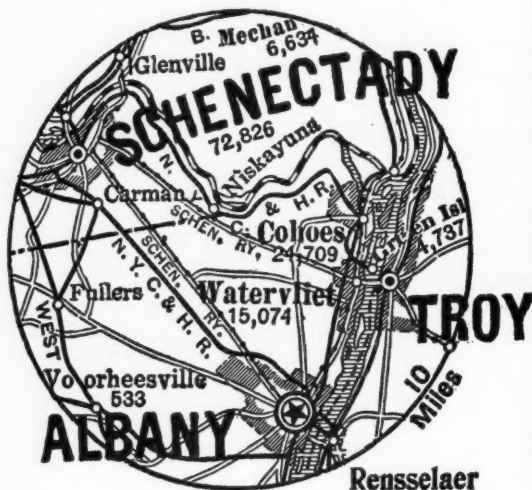
Today's Magazine

461 Fourth Avenue, New York

Circulation 900,000

Members A. E. C.

One Big Newspaper Covers



and

The Capitol District For You

Rate Six Cents Flat

Net Paid Circulation for July 43,931

*Advertisers, Sales Managers and Space Buyers
Are Requested to Write*

THE KNICKERBOCKER PRESS FOR FACTS

PUBLICATION OFFICE
18-22 Beaver St., Albany, N. Y.

TROY
382 River St.

SCHENECTADY
Wedgeway Bldg.

(Member of A. B. C.)

How Calumet Keeps Up Personnel of Demonstration Crews

The Training and the Linking Up with Dealers and Advertising

An Interview with

K. K. Bell

General Manager, Calumet Baking Powder Co., Chicago, Ill.

ADMITTEDLY, the rapid growth of the practice of house-to-house and store demonstration has rendered more acute the two thorny problems of selecting and managing demonstration crews. There has been a continuous improvement of method, but it has been more than offset by the wholesale adoption of it by manufacturers who have found it necessary or at least desirable to go direct to the consumer in their campaigns for distribution or stimulation.

The natural result is that housewives are becoming more sophisticated to the plan; it is more difficult for demonstrators to get by the front door, as well as to catch and hold the attention of the shopper. At the same time, executives agree, the frequent abuses of the method and the often temporary nature of the work make it difficult to get high-grade personnel to engage in it without paying a compensation out of all relation to the service performed.

For many, perhaps most, houses there have been no completely satisfying solutions of the problems. They are doing their best with the material in hand and getting results by main force. In this situation, the interesting experience of the Calumet Baking Powder Company, of Chicago, will perhaps have some suggestion for them. It does at any rate throw light on the problems. The company's crews are an important part of its successful campaign, and are backed up by local newspaper, billboard and store advertising.

The most striking feature of the Calumet demonstrating organization is that the crews, consisting exclusively of women, are managed by a man *and wife*.

"From experience we have found," K. K. Bell, the general manager of the Calumet company, tells PRINTERS' INK, "that the only way to keep a high moral standing in the crews and retain the best grade of demonstrators is to have them supervised in this way. The man is indispensable for sales management and his wife to preserve the atmosphere of the home and maintain the conventions that are so frequently relaxed under other conditions. This arrangement brings us a good class of demonstrators and makes the organization more stable and amenable to control and the right influences.

CREWS CARED FOR OUT OF WORKING HOURS

"The demonstrators are secured at some central point, usually a large city in the field that is to be demonstrated. An experienced manager, a man and his wife, with two or three experienced demonstrators as a nucleus, are sent into the new territory, establishing their headquarters in some large town or city. By getting in touch with the employment bureaus of the churches and schools they are able to secure high-class workers.

"The plan of discipline is based on the big-family idea. In the larger towns our crew managers rent a furnished house and have a Calumet home, keeping the entire crew under their direct care at all times. In other towns, the Y. W. C. A. or private boarding-houses are used. Each crew has a forelady who looks after the girls out on the territory.

"Before taking up the work alone these demonstrators are schooled. They then go out for a day or two with an experienced demonstrator. No expense is

spared in having them thoroughly posted. In order to avoid any misrepresentation or exaggeration, each demonstrator upon taking up the work is required to sign an agreement which thoroughly covers every point of her work.

"While our workers are taught to demonstrate the real economy and worth of our product, little emphasis, if any, is laid on the matter of price. The whole idea back of the demonstrator's work is to stamp Calumet as superior in the minds of the housewives visited.

"The first step in successfully training a demonstrator is to 'sell' her. Our demonstrators are all enthusiastic workers because of their own experience with Calumet before they are sent out. Each of them understands that making the sale is the minor part of her work, that her chief duty is to show what Calumet Baking Powder does.

"Nothing in the sales demonstrations is taken for granted. The work is rechecked, not only with every dealer, but even in a large percentage of the homes, where we make sure that the work has been properly done and that no foolish or exaggerated claims have been made. A special re-checker follows the work of each crew and his reports must harmonize with the final reports of the crew manager. Any irregularities are followed up, with the result that only such demonstrators as do their work honestly are retained.

"Demonstrators are promoted according to their loyalty and efficiency. A large number of our present heads of crews, in fact nine out of ten of them, came up from the ranks, having served as demonstrators, advertising men, etc. Individual records of each worker are kept and tissue copies of every order she sells comes direct to the Chicago office. A weekly sheet comparing results of the individual workers as well as showing their standing and also the comparative standing of the various crews is sent out from the Chicago office.

Occasionally, during an off season, prizes are offered to stimulate the efforts of the individual members of each crew. Crew managers are also given opportunities to compete for 100-point honors, free trips to Chicago, cash prizes, etc."

TAUGHT TO HELP SALES OF DEALERS

But these demonstrators, while making business for the house, are in a way to turn over much more than that to the grocer, if they do their work right, and that furnishes the best possible entrée to the latter's store. Mr. Bell explains how that is done.

"Each demonstrator," he says, "in addition to her demonstrating, makes careful notes which are compiled, showing the number of housewives who are patronizing the *itinerant peddler* in the vain hope of securing something for nothing. These statistics are valuable in the hands of our salesmen when interviewing the grocer, and usually result in Calumet receiving the 'glad hand.' The grocer is very glad to have his trade rescued from these illegitimate channels, knowing that he will also recover a large amount of tea, coffee and other trade that has been 'decoyed' by the same methods.

"Our plan proves to be the specific cure to the soap club and tea-and-coffee-wagon evil, as the housewife who enjoys the highest quality of goods at 25 cents per pound is not easily induced to pay 50 cents per pound in order to get some premium. Not only the original sale by the demonstrator, but every sale forever afterwards, is made on a strict money-back guarantee. Our guarantee not only protects the housewife but is extended to the dealer as well.

"The whole plan of work is built on a *for-the-dealer* plan, and every precaution is taken to avoid even the suggestion of force-the-dealer methods. Thoroughness is the keynote of the work. Our house-to-house campaign is backed up by the newspapers, billboards and other advertising, in addition to which the co-operative advertising, by which we mean

some kind of personal-appeal advertising that is given out by the dealer to the consumer and carrying the imprint of the dealer, is used, thus connecting each individual dealer with our entire campaign, including house-to-house canvass, newspapers, etc.

"We invite the dealer to apply the same test to our demonstrating work as he does to our product, i. e., to take results as his sole guide. What we are, what our product is, interest the dealer but little, compared with what we do for him, what our product does for both him and his customer."

Slemin a "Y. and E." Director

Harry C. Slemin, managing director of the Office Specialty Manufacturing Company, of Canada, has been elected to the board of directors of Yawman & Erbe Manufacturing Company, Rochester, N. Y. The company with which he is now associated is the Canadian "Y. and E." organization. Previous to last June, Mr. Slemin was Yawman & Erbe's advertising manager.

Advertises Product to Sell Machine

The Holcomb & Hoke Manufacturing Company, of Indianapolis, is backing up the national advertising of its Butter-Kist popcorn machine by exploiting the same brand of popcorn in the Chicago newspapers. The idea behind the campaign is to increase the sale of the machines by increasing the demand for the confection. A feature of the campaign is the listing of the dealers handling the product. The copy makes the suggestion of popcorn as a breakfast food and tells how to serve it.

William Necker Dead

William Necker died last week in Weehawken, N. J., in his forty-sixth year. He had been in the undertaking business for twenty years and became widely known through aggressive advertising methods employed in various mediums in the New York metropolitan district.

New Cleanser Advertised

A new cleanser, "Spee-Dee," manufactured by the States Chemical Company, of Chicago, is being advertised in the Chicago newspapers. The new product is packed in a 27-ounce can and retails at 15 cents.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Sears-Roebuck's Latest Advertising Coup

Seeks to Wrest Fashion Prestige Away from New York Mail-order Houses

THE October issue of the *Ladies' Home Journal*, just out, has thrown a bomb into the camp of rival mail-order houses, particularly the New York cloak and suit houses. The bomb was in the shape of a double-page advertisement by Sears, Roebuck & Company, announcing that Lady Duff-Gordon, the world-famous fashion creator, would hereafter design frocks for the Chicago mail-order house. It was by far

Island Sound. She confides, in the interview, that it has always been her secret ambition to design gowns for the women who have not hundreds of dollars to spend on one frock.

"Yes, of course," she is quoted as saying, "I have designed gowns for most women of note in the world, I suppose—Queen Mary of England, Queen Victoria of Spain, the Duchess of Roxborough, for coronation cere-



"I am going to design clothes for all the women of America who love pretty frocks, instead of designing only for the haughty few who can afford to pay for exclusive models. And, that I may reach the larger number, I have enlisted, New, England and Co. to help me cope out my ideas."

women of America who love pretty
instead of clinging only to the latest fashions - who care
for exclusive style. And, that I was much the larger and
selected Sears, Roebuck and Co. to help me carry out
Handy Duff Gordon

THE critics who made the movement around stone a publicity grabber before it was the world's most famous wall are disappointed in the wall now. Lady Duff Gordon ("I don't") has dropped her bid for the queen of Europe and the owner of American Express has, for all his wealth, been too busy to even get the Grand Condo into the transportation line and the entire movement has almost collapsed. And so...

"To give leave the position of the life to help do by the same what I have done. I have been privileged to do only for the common law... which shows the shall offer the highest ideal of us and believe in a new world of new ideas. The position, I believe, I have been selected through the recognition of their knowledge and the whole community in the present conditions in the world but we to work their help in carrying out my plan."

Lady Duff-Gordon's Message to the Women of America

We were out on the lawn at The Chancellery, where the vibrant green grass glowed in the very edge of the late summer of Larry Lloyd's death. The Chancellery had fully, gracefully shed all the leafiness of her wonderful August lawn, leaving her high-tensured grass well-thinned, and I believe knew that here at last was a change-

[illegible]

There are three theses that are central to a social system or culture. The first is the thesis of the *uniqueness* of the system or culture. The second is the thesis of the *autonomy* of the system or culture. The third is the thesis of the *coherence* of the system or culture. The first thesis is the thesis that the system or culture is unique. The second thesis is the thesis that the system or culture is autonomous. The third thesis is the thesis that the system or culture is coherent. The first thesis is the thesis that the system or culture is unique. The second thesis is the thesis that the system or culture is autonomous. The third thesis is the thesis that the system or culture is coherent.

BLAIR, ROEBUCK AND CO., Chicago, Ill.

Please send me, without charge, copy of Lady Duff Gordon's Style Book and Autographed Photograph.

Name _____ Street Address _____ 141

City _____ State _____

Charge: Please pay to: **SEARS, ROEBUCK AND CO.** New York 740 Park Ave. at 134 St.

THE INITIAL ANNOUNCEMENT OF FASHION-SELLING BY MAIL

the most spectacular bid for prestige which this daring advertiser has made since it first announced the new handy edition of the Encyclopedia Britannica.

The advertisement in question takes the form of an interview by a representative of Sears, Roebuck & Company with Lady Duff-Gordon. The interview is supposed to be staged on the lawn of "The Anchorage," Lady Duff-Gordon's summer home on Long

monies and millionaire's weddings—and I shall continue to do this through the 'Lucile' establishments in London, Paris, New York and Chicago.

"But what of that? It is nothing. This other it has been *my one dream* to make clothes for the women who have *not* hundreds of dollars to spend on one frock. They have not come to me naturally, because they could not through the house of 'Lucile.'

Everybody Likes to Read A Good Letter

MYER J. REISER

Publisher's Agent

258 WASHINGTON STREET

BOSTON, MASS., Sept. 2, 1916.

Mr. John Ramsey,
Manager of Sales,
Cosmopolitan Magazine,
New York City.

Friend Jack:

What a record-breaking business I am doing on your magazine! I am kept so busy on it that I hardly get a chance to catch my breath, and wanted to write to you sooner, but I did not have the chance. I have got rid of over 3,500 Cosmopolitans for this month in the streets of Boston amongst the newsboys only, and have missed a sale of about 1,000 copies.

Jack, do you remember the day when I started to handle your magazine, that was only November, 1915? The first month I sold only about 300 copies, and you told me if I could sell 1,000 copies it would be one wonderful business for the streets of Boston. Now what have you got to say when the sale reaches as high as 3,500, going on 4,000? If you can't answer me I will tell you. I am going to try and see if I can't reach the figure of 5,000 net sale in the City of Boston amongst the newsboys only. I've got the boys so organized on selling your magazine that they come and ask me for it instead of me going to ask them to handle it. That is the way things are commencing to run in the City of Boston.

Can you beat it? If you can then beat it by showing me other cities that are selling as much as your home city amongst the newsboys.

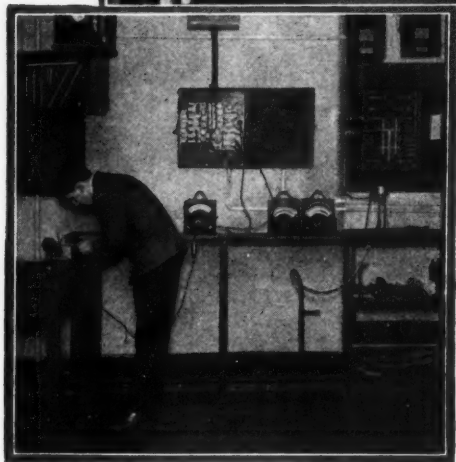
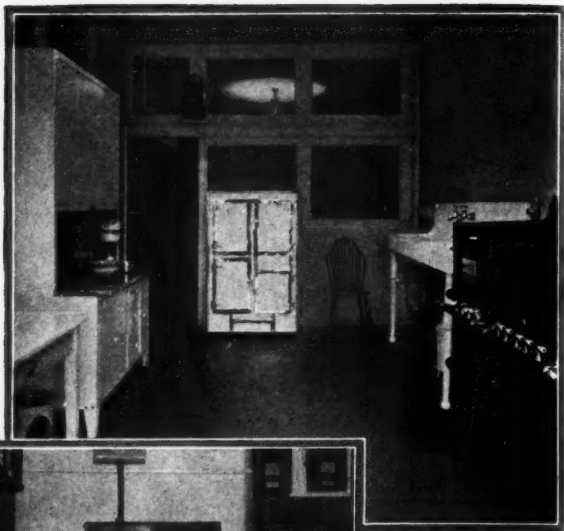
Wishing you the best of luck, I am heart and soul

Your friend,

(Signed) M. J. REISER.

The street sale of Cosmopolitan in Boston, although only a small part of Cosmopolitan's TOTAL Boston circulation of 35,000 copies, is still greater than that of any other magazine, weekly or monthly.

*COSMOPOLITAN is a
member of the A. B. C.*



Two different corners of Good Housekeeping Institute maintained by Good Housekeeping Magazine for the testing of all kinds of household appliances.

No Government Gives It

THE service rendered to the American home by Good Housekeeping Institute stands unique and alone.

Here in this Laboratory and Model Kitchen, under conditions approximating those of the average home, are tested all manner of household devices and appliances. Absolutely no charge is made for such tests and the product of any manufacturer is welcome and even solicited.

Construction, efficiency of design and cost of operation are all points governing the approval of each device. The published reports of the Institute can contain the name of no product that has failed to meet the requirements laid down by our technically trained experts.

We believe that the government might well render a service at least similar to that which the Institute is giving the housewife. We hope it one day will. Institute standards, however, backed by rigid research and practical tests, will always guide the home manager in her purchases.

GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK

A series about Good Housekeeping readers and advertising.
Next—More about the Institute.

But now these men in Chicago who have grasped my idea are giving us our opportunity to reach each other. I am going to design clothes for the women who have twenty-five or fifty or ten dollars to spend. The garments will be made up under my personal supervision, and this great Chicago house of yours will then pass them on to these women. Oh, I can help them so much with their clothes! Won't you tell them so for me?"

So Sears, Roebuck & Company set out to do the telling as Sears, Roebuck & Company know how to do so well. As a precaution a coupon was added to the foot of the announcement stating that all who send back this coupon will receive an autographed photograph of Lady Duff-Gordon and a Lady Duff-Gordon style-book. In this way the company expects to build up a substantial mailing list of women in the larger towns and cities who are interested in frocks and suits of the better class.

While it is generally believed by those in close touch with the situation that the stroke is aimed at the New York houses who have built up tremendous mail businesses in the last few years on the strength of New York's reputation as a fashion center, it is expected that the greatest benefit will be the effect the announcement will have on that class of women who are inclined to the opinion that mail-order houses are not the best places to go to get the latest fashion creation.

This class is quite large in towns and cities over 2,000 population, and it is noticed that the company's advertising efforts are being centered on those cities. Hundreds of thousands of women, who in the past would turn up their noses at the very thought of buying mail-order clothes, will now see the situation from a different angle, it is hoped, with the result that Sears, Roebuck & Company will get a lot of business now going to city cloak and suit stores.

These specialty shops are not unaware of this angle to the sit-

uation either. Inquiry in shops along Michigan Boulevard showed that even in Chicago, where mail-order purchases would naturally be light, the fact that frocks designed by such a world-famous designer as Lady Duff-Gordon could be bought by mail was not reassuring to the proprietors.

Most of the storekeepers, however, ridiculed the idea of selling fashions by mail. One put it this way: "Sears, Roebuck & Company will hit their first snag when they run afoul of the difference between selling a frock to a woman that comes into a store to buy, and trying to sell a frock to a woman who first has to be sold on the idea of buying one. Once in a while when things get quiet with us, we send men out into the country with a line of suits. They make a canvass of customers and try to sell them some of the models they are showing. We find it just about ten times as hard to sell that way as we do in the store, and I imagine that the same difficulty will be felt by Sears-Roebuck when they try it.

Another storekeeper after considerable effort advanced another objection: "They can't put it over in a hundred years," he frankly predicted, "because what woman wants to buy a dress that she is apt to find her next-door neighbor wearing the next time they go out into society together? Furthermore, what woman is going to wear a dress that every other woman in town knows exactly what she paid for?"

But regardless of what the specialty men may think or predict, the mail-order house has set out deliberately to sell fashions by mail, and, through the prestige of Lady Duff-Gordon, convince the women of the country that clothes designed by her and bought in Chicago are quite as good as clothes designed by some unknown designer bought in New York. And if past performance counts for anything one does not have to be a prophet or a son of a prophet to see the effect that this latest coup will have on a sales total which already exceeds \$100,000,000 annually.

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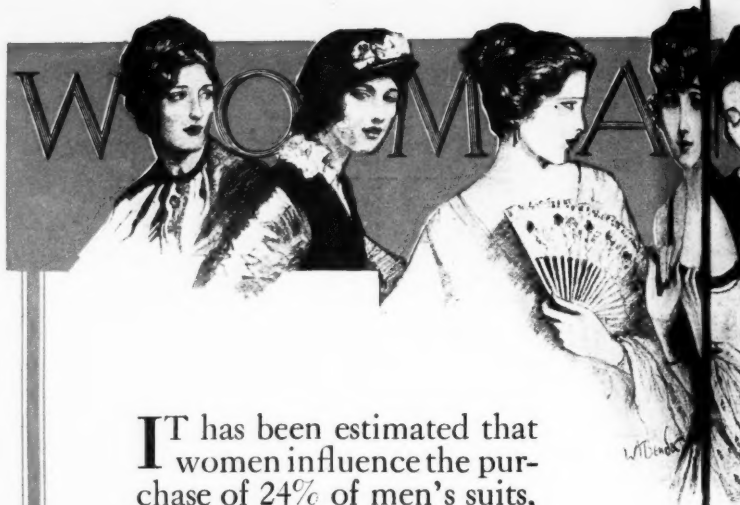
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THE WIFE AS A BUYER





IT has been estimated that women influence the purchase of 24% of men's suits, 85% of pianos, 90% of food products, and so on through the list of articles used in the household.

It is generally conceded that women nowadays have a hand in purchasing nearly everything for the home, and their influence is constantly increasing.

THE DESIGNER means to get exact facts on this important subject. The October issue opens with a prize contest called "The Wife As a Buyer." Prizes are offered for letters concerning the wife's part in household and personal purchases.

Answers are sought to such questions as: Which of the husband's personal



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belongings, if any, does the wife select for him or help him to choose? To what extent does the husband consult his wife in the larger transactions such as the new house, the purchase of live stock?

These and many other pertinent questions will be answered by **DESIGNER** readers. They should develop facts of vital interest to advertisers.

No better audience could be chosen for such a test than the subscribers to **THE DESIGNER**. They are prosperous, progressive and responsive, and their attitude will reflect the substantial families of this country that manufacturers of articles of quality are most anxious to reach.

THE DESIGNER



10 Cents a Copy

75 Cents a Year

STANDARD FASHION COMPANY, N.Y.

The Designer

One of the Butterick Trio

Putting Large-space Values in Small-space Copy

Some Methods of Achieving Display in Small Ads—and Some Advertisers Who Have Accomplished This End

By Henry A. Beers, Jr.

“WHY doesn't PRINTERS' INK publish an article on 'penalizing the small-space user,'” an agency man once asked the writer. “Make an appeal to publishers to give the small advertiser a show and not to bury him by giving preference in make-up to the larger advertiser. As it is now, the man who must limit his appropriation runs the danger of being swamped, and when the returns don't measure up to his expectations he gets discouraged and concludes that advertising is a failure.”

Out of consideration for this man's feelings the writer did not voice the most obvious reply that occurred to him. For such a declaration was little less than an admission by the speaker of inability to realize the possibilities of giving large-space value to small-space advertising. For it is not only possible, but demonstrable by any number of actual cases that small space can be endowed by the right sort of treatment with a maximum of attention value, and just because a manufacturer can't afford to “splash” his way to success in a few months is no reason why he shouldn't use smaller space and achieve the same result in a few years.

We find, in approaching this subject, two angles; one, the necessity of making a limited appropriation “do its darnedest,” and second, the method of treatment that achieves this result. There is another close corollary to these propositions which will be touched on incidentally, and that is the use of small space by an advertiser who has invested in and can still afford to use large space, but who finds it a practical economy after years of advertising to fall back on smaller space to keep the message warm, with

occasional spreads to fire the publicity furnace afresh.

As the subject is necessarily broad, with an infinite variety of ramifications, this article will be confined in the main to some consideration of a few special points in favor of the small advertisement, a word or two on the effective utilization of the space



“NEW-SKIN” —to prevent infection

An antiseptic liquid for cuts, scrapes, and little hurts. It forms a water-proof covering that protects the cut and allows it to heal. Carry it with you always.

At all druggists (10c., 25c.). Or send us 25c. in stamps for the larger size by mail. Be sure to get the genuine. Always in glass bottles; red and gold paper cartons.

NEWSKIN CO., NEW YORK

EFFECTIVE USE OF CONTRASTS

available, and a brief statement of how certain advertisers have been able to make good use of small space.

There is one big point of vantage that the small advertisement boasts over its full-page or double-spread brothers, over and above its economy feature, and that is best stated in the terms of

an agency man whose reputation and record of successes lends more than usual weight to an expressed opinion. Moreover, this was exactly the point made for the writer by an advertiser who has used small space consistently with conspicuous success, some reference to whose campaign will be made later.

"Some people," remarked the agency man referred to, in discussing this subject, "hate to be

the little ads that gradually get attention without seeming to force themselves on you—that are constantly recurring without overweening persistence, and all the time putting over at a single glance the salient features of the advertiser's message."

The first duty of the small ad, therefore, in competition with its big brother, is that it shall be seen. Most essential, then, is it that the small ad shall represent, in addition to a maximum of visibility, the highest degree of repression. Ideal small-space copy uses the steel eraser on all but the most salient features of a proposition, and then applies the reducing-glass to the big idea.

"Limit the text and strive for big effects," is the rule of a certain successful copy-chief for injecting an eye magnet into his client's small space. "The small ad has got to *get noticed*—not to tell as much as you can crowd into it. Limit the points to be made to the fewest possible, and play up the biggest point for all the space will stand."

ONE COPY-MAN'S PRACTICE

Nor is it a foregone conclusion that the small ad is to be outshone by larger luminaries, if the advertiser will observe but a few of the most simple rules of display. A certain copy Nestor once laid down a golden rule for effecting display which tells a volume on this all-important question in a few words.

"Always remember," he warned, "that magazines and newspapers are made up in vertical and horizontal lines, and that any departure, however slight, from this rule achieves display. Put this fact somewhere in the back of your head and let it stick there—'keep off the square.'"

That puts it about as concisely as you could hope to find it anywhere. Whether the variation from the square take the form of angles, bias lines, curved or circular effects, or combinations of these, as this man said, it immediately effects a departure from flat uniformity that creates a display.

LIFE-SIZE DISPLAY OF WELL-KNOWN LABEL

punched in the eye. They have an instinctive dislike to having a subject forced on their attention, and they'll run a mile to avoid an argument. This class is better reached through the medium of small copy than by big space. You've got to play with such a man gently, dropping a lot of little hints in his path, gradually worming your way to his notice without appearing to intrude; the little drops of water, little grains of sand idea, you know. That, to my mind, is one of the chief functions of the small advertisement—

Lipperty—lipperty—lip!

LIPPERTY—lipperty—lip goes Peter Rabbit through the pages of THE PEOPLE'S HOME JOURNAL—straight into the hearts of thousands of children.

He is one of the favorite characters of THE GREEN MEADOW CLUB—that loyal band of young PEOPLE'S HOME JOURNAL readers, pledged to be kind to animals.

Does your product hold as warm a place in the hearts of these children as does Peter Rabbit? He won it through our columns. So can you.

THE PEOPLE'S HOME JOURNAL

80 Lafayette Street, New York

A. B. C. MEMBER

THE PEOPLE'S HOME JOURNAL has 1209 subscribers in Lansing, Mich., exclusive of newsdealers' sales; 90 "subscriber-agents" represent it there.

THE PEOPLE'S HOME JOURNAL has 222 subscribers in Columbus, Ga., exclusive of newsdealers' sales; 8 "subscriber-agents" represent it there.

There Is An Expert Paper Man Near You

In every important advertising center you will find a Birmingham & Seaman office. The representatives there are men who know the "ins" and "outs" of the manufacture and proper uses of paper.

No matter whether your requirements are for 5,000,000 catalogues or 500 envelope stuffers you will receive the same painstaking attention.

You will make no mistake when you turn your paper requirements over to Birmingham & Seaman. They are the exclusive agents for some of the biggest mills on the continent—they control vast sources of supply, and they know the meaning of service. That is why they are what they are—the fastest growing paper concern in the country.

BERMINGHAM & SEAMAN CO.

Paper for Every Advertising Purpose

New York - Chicago

St. Louis

Buffalo

Milwaukee

Minneapolis

Detroit

Philadelphia

Again, an observance of the most primary rules of tonal contrasts can make the smallest ad on the page stand out "like a million dollars." A white circle or triangle in a dark square offers potentialities for full-page attention; or a division of the space according to the five to seven parts rule with one or the other of the sections shaded, and the white space arranged with type to balance the darker ground.

We might go on almost indefinitely to cite rules and methods whereby to rescue the 56-liner from extinction, but we are not writing a text-book. A trip among some advertisers who have utilized or are using small space for one or another reason without getting discouraged, but quite the contrary, will serve to emphasize some of the points already made and to bring up others.

While various companies are ap-

umn advertisements. So effective has the Falk Tobacco Company found its Herbert Tareyton "dude" in the few years he has been appearing in general publications and newspapers that straightway it had the figure trademarked, and with its very happy



GOOD ENOUGH TO BECOME A TRADE-MARK



WHAT IS MEANT BY "BIG EFFECTS"

propriating millions of dollars for advertising cigarettes in whopping big space, it is interesting to know that a certain cigarette has been methodically plodding its way into the sun and distribution by means of small 42- or 56-line single-col-

slogan, "There's something about them you'll like," has used it in all its trade work as well; counter stands, window cards, etc. This little ad originally ran with the silk-hat character drawing and the simple text, "Herbert Tareyton London Cigarettes—There's something about them you'll like—A full-page ad could tell you no more."

This text was later shortened to become the slogan quoted above. Looking at this ad closely, what do we find? First, the name of the goods prominently displayed in a rectangular spot of black, with a judicious degree of white space; next a splendid character figure consuming the goods, who looks like just enough of a connoisseur of cigarettes to make the point of the slogan. What more need you expect? Nothing. The cycle of the appeal is almost complete, leaving just enough of a gap to be closed by a sample purchase.

As a representative of the company remarked to the writer:

"We feel about this ad just what our first ads said—"a full-page ad could tell you no more." We started out on this small-space

campaign to make the brand name known, and it has accomplished its purpose. Telegraph your message, is our idea in this copy—and give the consumer credit for some intelligence. Don't try to argue with him. Drop him the hint and let him take it."

Impressing, and keeping warm, a brand name is one of the most important functions of small space. Another company which is advertising with somewhat this end in view is the Handel Com-



THIS COPY ALL BUT MOVES

pany of Meriden, Conn., makers of Handel lamps. This company was formed in 1885, and incorporated in 1901. Originally it made lamps of decorated opal glass for oil and gas also decorated china and hand-hammered metal work. Later, as electricity became more popular, it began to specialize in lamps for the home, using cast metal standards and decorative shades in designs distinctively their own. Not until 1911, however, did the company start to advertise. That year it ran a campaign of full pages in a

number of the magazines. The results from this campaign, while definite, did not seem to the company to warrant the size of the space used. The same results, it felt, could be effected by a proper use of smaller space in a more extended list of mediums. According to Robert L. Hirschfeld, who manages the advertising, the primary object of the advertising was to impress the name "Handel Lamps," and accordingly a simple hand-lettered design embracing these two words was evolved which appears in all the copy, as shown in the cut on page 41.

The "large effects" referred to have been well handled in the case of this company's copy. The special shade or lamp being featured in a particular advertisement is made the biggest thing in the copy, without overcrowding it. And the lamps are placed in close juxtaposition to the name design, followed by a few simple lines of text, in every case giving the number of the design.

This campaign was not entered upon primarily to secure wider distribution, as distribution, the result of a well-defined policy to dealer, is confined by the company to a particular class of jewelers, department and electrical stores. The lamps are rather high-priced for a very general distribution. Nevertheless it has been instrumental in opening up accounts in various localities of the class that the company wants. But the prime purpose, as mentioned, is to establish the name more generally, and then to feature certain numbers or to announce new designs.

While the company does not look for inquiries in numbers, nor is any price mentioned as a rule, nevertheless the following accomplishments by two of its small ads will show that they were not appreciably dimmed by their environs. In the Christmas season of 1914 it advertised a certain design, naming the price, \$25 apiece. This advertisement sold 100 lamps; not a bad showing, considering the size of the space and the price of the lamp.

Last Christmas it advertised a

Lord & Thomas Creeds

No. 13. The Golden Rule

The greatest business axiom ever uttered is The Golden Rule. But it took two thousand years to discover it.

Disregard of others' rights once made business a reproach. Self was the guiding spirit. Customers were often lambs, workers slaves, and rivals enemies.

But in the valleys of despair business learned a lesson. And big-brained men—among them Gary, Lovett and the McCormicks—applied The Golden Rule.

Now competitors are friends.

Now directors are trustees.

Now customers are wards.

Now co-workers are partners.

Note the different aspect. Business men are now regarded as builders of communities. As crusaders in prosperity. As socialistic leaders.

Also note the sounder business structure. Note its greater profits.

Article one in every by-law should be this Golden Rule. Chapter one in every business lesson.

Blaze it on every office wall.

Measure with it every word and deed.

Gains made without it wither in one's hands. They form a trembling structure. And they come, in time, to symbolize contempt.

This is the thirteenth of a series of business creeds to be published in Printers' Ink by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles

desk lamp, boxed in a special holiday package, at \$15. One hundred and seventy-seven lamps were sold as a result of this advertising.

While on the subject of the small ad and its relation to keeping the brand name or trade-mark in the public eye, let's take a look at some recent advertisements of three well-known concerns, the Utica Steam and Mohawk Valley Cotton Mills, the Newskin Co., and the Yale & Towne Manufacturing Co.

The 56-line ad for Utica sheets and pillow-cases reproduced on

Your friends can buy
anything you can give
them—
except your photograph.

There's a photographer in your town.
Eastman Kodak Co., Rochester, N Y.

EQUALLY VISIBLE IN FULL PAGE AND
FIFTY LINES

page 38 is a good example of what is meant by big effects. Not only is the label nearly life-size, but the balancing of the tone background with the white text space and the bull's-eye made by the circular white spot of the label against the dark ground is decidedly "off the square." The young lady who holds the label in her hands, and so cleverly toned in with the background, is not the highest light, but she makes an effective property.

There is one supremely clever

stunt enacted in this copy. This is, that the upper portion is very heavy, the sides are also heavily barred, while the bottom is finished off with a slight hairline rule.

"Top-heavy," you say? Yes, but the chances are more than fair that the make-up man quite inadvertently may place this ad over another which is somewhat lighter, the effect being to make this Utica ad look much larger than it really is. In at least one instance the writer has seen it work out this way.

"New-skin" is a pretty staple article in the average family's medicine-chest, but that's no reason to expect that the name will always be known. Therefore the small advertisement to keep the fact of its usefulness alive seems to be its present objective in advertising. Some very attractive small-space photographic copy has been the result; copy that shows admirably the possibilities of contrasting display effects by balancing white with dark, with enough simple text to keep the message alive. The value of the extreme simplicity of these ads is suggested when we think how many advertisers might have insisted on crowding in a larger picture of the bottle at the right or the left of the text space, thus cluttering up the ad and destroying the "big effect." The size of the bottle is best suggested as it is, in the young lady's hand.

The Yale & Towne Manufacturing Co. offers an example of a concern which at one time used large space regularly, but which now is also taking smaller space to keep its trade-mark constantly before a wide public. With this purpose in mind, a recent advertisement of this company impresses its trade-mark design and name in an exceedingly clever way. In a vertical row against a shaded brick wall stand four of the trade-mark border figures, with white interiors. Into the first one a hand is setting the letter "Y"; in the second, the letter "A"; in the third, the letter "L", while the last shows the trade-

(Continued on page 49)

4 Big Things In Canadian Industry

Big buying is going on in CANADA in the Metal-working, Machinery, Iron, Steel, Foundry, Shipbuilding and power fields.

Canada's trade for the month of July, 1916, showed an increase of 141%: Imports \$63,622,587; Exports \$104,964,270. Business in Canada IS good. The war has aroused an unsuspected and surprising resourcefulness in Canadian manufacturers. They are making money, extending their plants, buying equipment. They are confident as to the future and are deeply engaged in industrial preparation.

The buyers in the field mentioned above can be reached through these

Four MacLean Mediums

Canadian Machinery (weekly)

The Power House (monthly)

The Canadian Foundryman (monthly) Marine Engineering of Canada (monthly)

CANADIAN MACHINERY serves the machinery and Metal-working industries. L. S. Starret Co., Niles Bement Pond, and scores of other well-known concerns have used space regularly for years. In fact all the firms who are successfully doing business in the Metal Working field of Canada are doing business with "Canadian Machinery." (Export numbers are sent abroad monthly.)

THE CANADIAN FOUNDRYMAN serves the foundry trade of Canada—an ever-increasing field. Every foundry is busy. One foundry supply dealer said recently that his July business was larger than for any five months in any previous year. Labor saving equipment as well as supplies and standard lines are being purchased heavily. **The Canadian Foundryman** influences this buying—at a small cost to the firms who are getting the business.

THE POWER HOUSE serves the power field and the buyer of power equipment in every Province of Canada. It serves also the manufacturers of Power Equipment as is perceived in the following quotation from a letter from Wm. B. Pierce Co., Buffalo. (Date Sept. 1st, 1916.)

"The reason we are increasing this space in the 'Power House' is that we have found the 'Power House' costs us less per inquiry than any other publication we have used in the power plant field, and that the inquiries are generally from very high class concerns. The percentage of inquiries that we receive that are turned into sales is unusually high, so that 'Power House' also stands first on our list for low cost per sale."

MARINE ENGINEERING IN CANADA—Shipbuilding in Canada has received a tremendous impetus as a result of the war. Shipbuilding plants are being built on Atlantic and Pacific Coasts, while established shipyards have more business than they can handle. **MARINE ENGINEERING** is the one exclusive Marine paper published in Canada. Its circulation is among shipbuilders, shipowners, naval architects, etc. These men and classes are reached efficiently at small cost through **Marine Engineering**.

Each of these papers has a National paid-for (full price) circulation thorough in character. Each is an acknowledged power in its own field. Send for specimen copies and advertising rates.

MacLean's Fourteen Publications

Grouped according to class are as follows:

Six Retailers' Newspapers

*The Canadian Grocer
Hardware & Metal
Dry Goods Review
Men's Wear Review
Bookseller & Stationer
The Sanitary Engineer*

One Commercial Newspaper

The Financial Post of Canada

Five Technical Mediums

*Canadian Machinery
The Power House
The Canadian Foundryman
Marine Engineering in Canada
Printer & Publisher*

Two Magazines

*MacLean's Magazine
The Farmer's Magazine*

Copies and advertising rates on application.

The MacLean Publishing Co., Ltd., Toronto, Can.

Montreal, Winnipeg, New York, Chicago, Boston, Cleveland, and London, Eng.

This Letter

THE BALTIMORE AND OHIO RAILROAD COMPANY
MOTIVE POWER DEPARTMENT
BALTIMORE, MD.

W. R. BARNUM
SUPT. OF MOTIVE POWER

August 24th, 1916.

Mr. L. B. Sherman, V.P.,
Simmons-Boardman Publishing Co.,
Transportation Bldg.,
Chicago, Ills.

My dear Mr. Sherman,

I have just noticed in the August number of the "Railway Master Mechanic" the editorial announcement that this magazine is to be consolidated with the "Railway Mechanical Engineer," and am writing to say that I had already thought of suggesting to you this move, as it has always seemed to me better to have a few first class railroad magazines, rather than a large number, many of which duplicate the work done by others.

It has not seemed to me that there was a sufficient field of usefulness for the Railway Master Mechanic, as this line of work is so well covered by the weekly Railway Age Gazette and by the monthly Railway Mechanical Engineer.

I therefore wish to congratulate your Company upon the action in merging the Railway Master Mechanic with the Railway Mechanical Engineer, as the latter has impressed me as being very complete and comprehensive.

Yours very truly,

W. R. Barnum

These Reasons

WE have two reasons for printing this letter from one of the best known railway motive power department officers in the United States—(1) it commends our action in consolidating the *Railway Master Mechanic* and *Railway Mechanical Engineer*; and (2) it endorses our policy, begun in 1908, of covering the whole railway field with the fewest number of papers.

We now publish five papers—*Railway Age Gazette* (weekly, New York); *Railway Electrical Engineer* (monthly, New York); *Railway Maintenance Engineer* (monthly, Chicago); *Railway Mechanical Engineer* (monthly, New York); and *Railway Signal Engineer* (monthly, Chicago). They are the result of a concentration of two weeklies, five monthlies, and two monthly sections of a weekly paper. Together they cover the whole railway field in all its phases, with substantially no overlap between any two.

Simmons - Boardman Publishing Co.

New York

Chicago

Cleveland

Washington

The Railway Age Gazette, Railway Electrical Engineer, Railway Mechanical Engineer, Railway Signal Engineer are Members of the Audit Bureau of Circulations. The Railway Maintenance Engineer has applied for membership in the A. B. C.

Public Ledger—London Times Cable and Mail Service

BY ITS recent arrangement with the London Times, the Public Ledger has **the most exclusive cable service in the world.** No other organization has such a splendid world-covering force of trained correspondents as the London Times. This great newspaper commands today more exclusive and original sources of news than at any stage of its career.

Complete Service of the London Times

In order to put the service on a strictly American basis, the Public Ledger has placed its Managing Editor in the office of the London Times as the special representative of the Public Ledger.

When in New York, Washington, Atlantic City, Boston or other eastern cities, get the **Public Ledger** at your hotel. In Philadelphia you couldn't help buying it.

Its special western daily letter by C. B. Evans makes it indispensable to any western business man. It is a strong, **national news and advertising institution**, not merely a Philadelphia local paper.

PUBLIC  **LEDGER**
PHILADELPHIA

mark complete with the name "Yale" in position. Thus this advertisement virtually moves and wriggles out this company's trade-name on the page.

"The Moving Finger writes; and having writ,

"Moves on; nor all your piety nor wit

"Shall lure it back to cancel half a line—"

The Eastman Kodak Company is running some copy in its cam-



Educate Your Child In Your Own Home

Under the direction of

CALVERT SCHOOL, Inc.

(Established 1897)

A unique system by means of which children from kindergarten to 15 years of age may be educated at home by the best modern methods and under the guidance and supervision of a school with a national reputation for training young children. For information write, stating age of child.

THE CALVERT SCHOOL, 4 Chase St., Baltimore, Md.

V. M. HILLVER, A. B. (Harvard), Headmaster

THIS WOULD BE BETTER IF THE HEAD
WERE AT THE RIGHT OF TEXT

paign in behalf of local photographers which makes the point raised by an agency man that the smaller the space the more it should be wasted, so long as the advertiser can afford large space as well. This ad is simply a vertical rectangle, a block of white space, with the now familiar declaration in small type in the upper right-hand corner—"Your friends can buy anything you can give them—except your photograph," while across the bottom, over the address, is the reminder, "There's a photographer in your town." This ad has been used in much larger space. In small space it acts the gentle hint gracefully, and so handled, won't be overlooked. White space so used can hardly be called "wasted."

THREE-INCH COPY DOES AWAY WITH SLACK SEASON

The 42-line copy campaign for Liederkrantz Cheese which started last fall has put summer, ordinarily a slack season in the industry through fear of the product's going bad if not moved quickly, on a par with the rest of the year in demands for production. It has filled in the valleys for this manufacturer.

We could continue almost in-

definitely to cite examples of how even smaller space has earned profit for advertisers. We cannot close, however, without recalling to attention a small inch ad that the writer remembers having read as soon as he learned that art. That is the minute spot ad showing a man's head and a hand printing-press with the behest to "print your own." This advertisement has been run with hardly a modification by the Kelsey Press Company of Meriden, Conn., for thirty-five years. Among those who can date their first dabbings in printers' ink from the time they owned one of these presses when boys, according to the manufacturer, are Frank N. Doubleday, Don Seitz, Tim Thrift and Joe Chapple.

Another spot ad that deserves mention is the little black silhouette child's head that appears with the ad urging readers to "educate your child in your own home." That little black spot "owns" the page on which it appears. The writer knows of two different women who have cut out this little head and framed it as a miniature. They may be the only two women in the United States to have done this, but an ad that gets



Print Your Own

Cards, circulars, book, paper, Press \$5. Larger \$10. Rotary \$60. Save money. Print for others, big profit. All easy, rules sent. Write factory for catalog of process, TYPE, cards, samples. The Press Co., Meriden, Conn.

OLDER THAN MANY OF ITS PRESENT
READERS AND A STRONG PRODUCER STILL

framed can't be said exactly to have been buried.

It is not to be expected from these citations that large-space users will immediately wire cancellations for full-page and double-spread reservations. They are simply quoted in refutation of the fallacy that unless publishers can find some way to help small copy find its way to the light the small-space advertiser is doomed to extinction. It's wholly a matter of whether the small-space copy is planned so as to recognize its limitations, and appreciating them, sets out cheerfully, like David, to overcome them.

Cashing In on Vacationists' Idle Hours

How One Mail-order House Made a Test Campaign Pay

By P. E. G.

THE article in a recent issue of **PRINTERS' INK** on the feasibility of advertising to summer vacationists recalls an experience I had some three years ago while conducting the advertising of a large mail-order house dealing in leather, brass and paper goods, jewelry and quite a large line of articles for travelers.

At the beginning of the summer season my department took inventory, as was the custom, and found that we had about 200 more of our large catalogues than would be utilized in the ordinary course of events before the time for issuing the fall catalogue, based on figures of previous years' demands for the period. It was our policy to watch our supply of catalogues and get them out at work. They cost about 15 cents each and even a paltry 200 remaining at the end of the season meant a certain definite loss. We figured that every single copy left in the stock-room was so much money wasted, and every copy out working for us making some one person familiar with our house was so much gain. And that is a pretty good basis to work on for any advertiser, provided judgment is used in selecting those to whom the surplus copies are to be sent.

We had had careful distribution in our own local neighborhood; we had covered all of our lists; there seemed no good means of getting those 200 catalogues out working for us.

But after giving the matter thought we hit upon this plan:

A boarding-house list covering a certain vacation section in New England was obtained (published in pamphlet form each year by one of the New England railroads) and from this we selected 200 boarding-houses and small hotels, and to the proprietor of each sent a letter calling attention

to the fact that the vacation season was coming when his house would be full of guests; that these guests would probably want little things for bridge prizes; that some would have forgotten birthdays of friends and relatives back home and would need to make purchases; that others would need articles for their own convenience while guests of the house, and so on. The letter went on to say that the Blank Mail-order Service afforded a service that his guests would appreciate and that it would be a most thoughtful little attention if he would see that the Blank catalogue, which we were sending him, was placed on the library or living-room table for his guests' convenience.

These letters were individually typewritten and signed, the typewriting being done as a fill-in job during slack hours. A couple of order-blanks were bound in at the back of each catalogue, stamped with a key-letter so that we could determine whether or not we actually received any orders from those books.

VACATIONISTS' ORDERS PAID

The cost of the catalogues was \$30—which would have been thrown away, under ordinary circumstances. The postage at eight cents per copy was \$16. The cost of the letters we figured at five cents each, including postage, or \$10. Or a total cost of \$56.

When the returns were checked up in the fall it was found that orders to the amount of \$48.50 had been received on the keyed order-blanks, which meant at a conservative estimate that twice that amount in orders had been received in direct sales from those catalogues, as many people do not use the order-blanks. Thus the experiment paid for itself fully in actual sales.



© Judge

The designers really and truly do say that next season's fashions are to follow the present lines—only more pronouncedly.

Humor, superbly illustrated, makes Judge a periodical especially appreciated by its readers.

More and more people of the kind who gladly pay \$5 a year for a "jolly reading companion" are coming to Judge, which now has by far the largest *subscription* circulation of any humorous periodical in the world. 100,000 of Judge's 125,000 are so anxious to have Judge every week that they subscribe for it by the year—\$5-a-year.

Judge

The Happy Medium
Member Audit Bureau of Circulations

But the most interesting result developed when, a short time later, after I had located with another company, I took a business trip covering Boston, New York and Chicago and several smaller cities, calling on men who were in an entirely different line of business. When I would mention my former business connection they would say, "Blank & Co.—oh, yes! I remember their catalogue up at the Something-or-Other Inn in New Hampshire last summer." A few questions brought out the fact that hardly an hour during the day or evening passed in some of the boarding-houses but that someone (and sometimes whole groups) was poring over that catalogue. It vied with the summer magazines for popularity.

And that fall numerous requests were received for our fall book, in which the writer stated that he or she had become acquainted with our house through a catalogue seen while spending the summer in Vermont or New Hampshire.

The little incident in itself may be of small importance, but perhaps there are other houses which could profitably capitalize the idle (and receptive) hours of the thousands of vacationists in some such practical way. And certainly nearly all advertisers can profitably consider the policy of a house which makes every piece of printed matter, down to the last 200 copies (out of an edition of hundreds of thousands), work for it rather than merely lie on a shelf because all of the original purpose has been completed and no one has the interest, inclination and ingenuity to get busy and think out a practical way to cash in on the remnant.

Lumber Company's Help to Dealers

The Kirby Lumber Company, of Houston, Tex., has decided on a direct advertising campaign for the purpose of assisting its retailers to sell yellow pine lumber. One of the principal features will be a book giving photographs and door plans of moderate-priced dwellings. These books will be distributed to consumers through the dealers.

Trade-mark Decision Favors W. K. Kellogg

The trade-mark examiner of the U. S. Patent Office has decided that the Kellogg Toasted Corn Flake Company is entitled to register as a trade-mark for its prepared goods the word Kelloggs in script. This decision does not settle, necessarily, the issue now pending in which Dr. John H. Kellogg, of the Battle Creek Sanitarium, seeks to estop W. K. Kellogg and the Corn Flake company from the use of the name.

It is significant that the decree has to do with the specific form in which the name Kellogg appears, granting registration rights for presentation in the familiar script text long employed by the company. At first glance, therefore, it might appear that Dr. Kellogg is not prevented from using the name in other than script form, but a careful and further reading of the examiner's decree shows a strong opinion that the Doctor has lost specifically all rights he ever had in the name.

The decision plainly states that the Kellogg Food Company and Dr. J. H. Kellogg have lost to the Kellogg Toasted Corn Flake Company any right which either of them may have had to the name Kellogg or Kelloggs in connection with flaked cereal foods or in connection with the broader business of the manufacture of prepared cereal foods. The decision is upon an interference filed by the Kellogg Food Company and Dr. Kellogg, in August, to prevent the Kellogg Toasted Corn Flake Company from registering the word Kelloggs as a trade-mark for its products.

U. C. S. Clerks May Buy Stock

Employees of the United Cigar Stores Company are now allowed to purchase common stock in the corporation on the instalment plan and with the help of the company. It is believed it will tend to improve the service to have the salesmen, who actually come in contact with the public, stock-owners in the corporation.

The scheme allows employees receiving less than \$5,000 annual salary to subscribe to an amount of stock not less than one-quarter nor more than one-half of their yearly wage. They will pay for their stock at the rate of \$1 a share a month and, at the end of each year, the company will credit each share with an additional payment of \$2. With the aid of the annual dividend of 7 per cent, it is calculated, the employee will own his shares in full at the end of five years. The company further agrees to continue the additional payment of \$2 per share annually as long as the employee continues with the firm.

Canadian Paper Appoints Representative

The W. F. Long Company, publishers' representative in New York, is now representing the *Telegraph*, of Quebec, Canada, in the Eastern States.



Real People

Young men, successful business men, housewives, family men, brides, bankers, chauffeurs, "society" girls—the gallery of types in modern advertising is endless.

We specialize in drawing people who are real, who can be recognized for what they are. And they differ widely from the conventional types that you see in many advertisements.

CHARLES DANIEL
FREY
COMPANY

Advertising Illustrations

104 South Michigan Boulevard
CHICAGO

A Multilic

Complete new dis
size. Columlapsi
packs flat 22 inch

This display idly
the "Char Denby
brought manplim
merchants.

We can cran eff
plier" for y



AMERICAN THO
Creators of Colorgrap iver
Reg. U.S. Pat. & Tm. Offices

tilier of Sales

e w display. Bellboy life
lun collapsible. Entire display
t 29 inches.

lay pidly multiplying sales of
har Denby" cigar, and has
ma mplimentary letters from
ts.

can effective "sales multi-
or y

The
cigar
you want

Charles
Denby

Charles Denby
CIGAR
5¢

N

Taste right

Charles Denby
CIGAR
5¢

Always the same

Charles Denby
CIGAR FIVE CENTS

You see it
everywhere

N THOGRAPHIC COMPANY

rap ertising · 4th Ave. and 19th St. New York City
PAT. OFF. fices in principal cities



A Ton of Dynamite vs. A Pound of Powder

When a construction engineer wants to blast his way through a rock wall he is apt to prefer a ton of dynamite to a pound of powder.

When you are trying to blast through the rock wall of indifference that is keeping you out of the Chicago market, consider the construction engineer's policy. The surest and quickest way is to use the most powerful advertising medium at your command.

You should use The Chicago Daily News

There are approximately 450,000 families in Chicago. The Daily News has a circulation of over 425,000, of which more than 92% is concentrated in Chicago and suburbs. So you can readily see that disregarding the non-English speaking, The Daily News is read by *very nearly every worth-while family* in Chicago.

The Daily News has a larger circulation in Chicago and suburbs by over 90,000 than any other newspaper, daily or Sunday. Therefore it is the *only* newspaper through which you can reach *all* these worth-while families.

To win the Chicago market—put the power of The Chicago Daily News behind your selling campaign.

Assortment Selling Plan Gets Immense Retail Distribution for Specialty

How M. Hohner Sells Its Harmonicas to 260,000 Dealers in This Country

By John Allen Murphy


THROUGH widespread trade-paper advertising and a plan of selling in assortments, the famous old house of M. Hohner markets its harmonicas to 260,000 dealers in the United States. Such a stupendous retail distribution is so uncommon and has been attained so seldom outside of the extensively advertised trade-marked staples, that manufacturers can well afford to study the methods that this enterprising firm is using. If you have an idea that most harmonicas are sold in music stores, you are badly mistaken. The Hohner line is not

confined to any particular kind of store. Very few other products are sold in such a wide variety of retail establishments. A man must be in a very peculiar business, indeed, not to be a prospect for the Hohner mouth-organs. The instruments are sold by druggists, jewelers, confectioners, grocers, hardware, toy and stationery dealers, dry-goods, general, 5, 10 and 25 cents, department, music and variety stores.

The goods are a profitable little sideline for thousands of merchants who have no other musical instruments in their stores and who otherwise may confine themselves exclusively to the field of their own business. Very often these mouth-

organs are on sale in various departments of the same store.

As compared with Ivory Soap, Uneeda Biscuit and such things, the demand for harmonicas is not large. They are mostly used by boys and young men. Certainly no other product in any line, with such a limited appeal and in use by but a comparatively small percentage of the population, is sold by such a vast army of dealers. How has this enormous distribution been accomplished? What wonderful selling wizard is used? Isn't there some plan or device that some secret



The Most Effective Harmonica Display Ever Devised!

The value of a Revolving Display can hardly be overestimated. It is a natural tendency of the eye to follow a moving object. This in part will explain the great sales of a Revolving Display at your store—no matter what you sell. You will, as of probability, agree with this statement, but will question the cost of such a moving device. Just here is where we want to say that every dollar is spent in a profitable manner, on efficient Revolving Stand without the cost of a penny.

Observe the accompanying illustration! It pictures a "Display Rack" worth \$419.00, strongly built of thoroughly seasoned wood constructed both in thickness, height and in sturdiness and provided with artistic interior in which 104 compartments are 2-3/4 inch wide, 10 1/2 inches wide at the base and 6 1/4 inches at the top. A mirror in the upper compartment reflects the standard portion five feet 2 1/2 inches with one window.

An assortment of thirty-six guitars (Harpicord) is attached by means of clips and clamps and supports—the assortment and retail prices of each instrument being displayed in front of the rack. Note your total profit of over 35% on your entire investment. The sale of the Harpicord will sell you satisfactorily. This proposition is especially desirable for the summer months (although Harpicords are suitable all times of the year), and, in addition, you may find several other good assortments to the great benefit.

YOU RECEIVE			YOUR GAIN	
22 Assorted Harpicords in stock for \$20 each.....	\$440.00		Over 35% Cash Profit and a	
8 "	80.00		wonderful Revolving	
4 "	80.00		Display Stand.	
4 "	72.00			
4 "	80.00			
Total Initial Value.....	\$672.00			

YOUR TRIPLE ADVANTAGE:
 1. The Stand and Rack
 2. 22 Assorted Harpicords.
 Not thirty days.

ASK YOUR JOBBER

M. HOHNER

Manufacture Office
 174-176 East 10th Street, New York

Sole Sales Office
 In Toronto, Ont. 78
 Michigan, D. F.

A DISPLAY STANDARD PICTURED IN TRADE-PAPER COPY
WHICH HELPS IN SELLING ASSORTMENTS

methods that are closely guarded? Nothing of the kind. The plan is simple. In fact it is very difficult to lay your hand on any particular selling method of the firm of M. Hohner and say this is it—the thing that is responsible for the success of the business in this country. However, one who knows something of the retailer, his prejudices and passions, his buying habits and selling practices, will upon a close analysis of the firm's methods come inevitably to the conclusion that assortment selling is the secret of the success of the business.

Of course there is nothing especially new about this idea of selling assorted lots of merchandise. The plan is venerable, but the Hohner people have put new life and modern merchandising ideas into it. They have not depended on the plan to put itself across, but have backed it up generously and pushed it vigorously by exceptionally strong advertising in the trade press and in other ways that will be described later on in the article.

When I look back over my retailing experience and think of the adventures which I had and didn't have in buying assortments, I hope I may be pardoned if I pause for a moment or two in the narrative to editorialize on my reminiscences.

ASSORTMENTS AS THE RETAILER GETS TO KNOW THEM

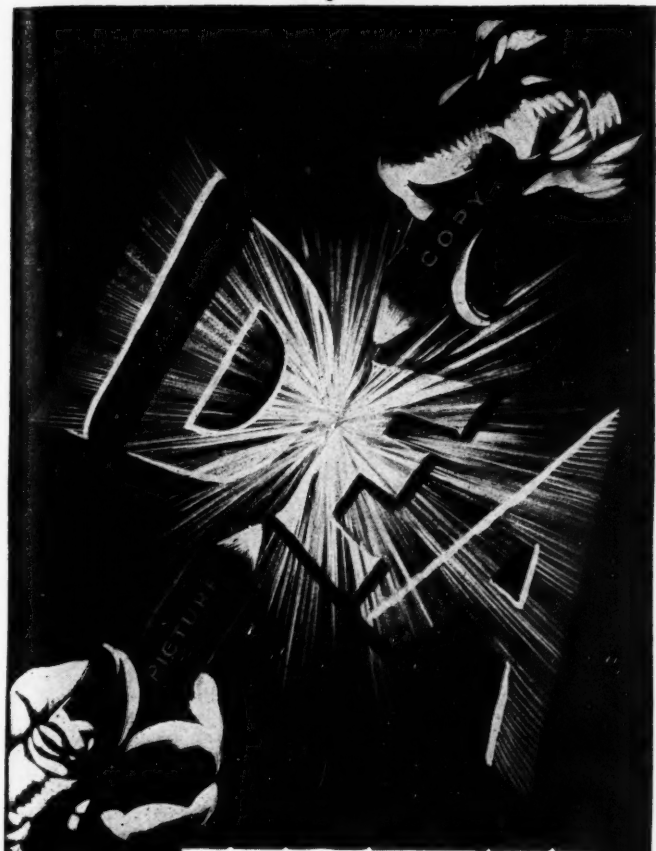
Many assortments are made up without any consideration for the welfare of the retailer. A "lemon" or two is concealed somewhere in them. Many of them seem to be made up to get rid of slow sellers or to force merchandise on the retailer for which no demand has been established. A favorite scheme is to make part of the assortment consist of tremendously big values that will move quickly and to have the rest of it composed of stuff that sells slowly, if at all. Many firms use assortments to introduce new goods, in lieu of advertising. Having built up a demand, through advertising,

for a certain product, they let its reputation carry their unknown brands into the dealer's store.

Within certain limits, this is a legitimate use of the assortment idea. If the quantity of the unknown merchandise is limited to a legitimate proportion of the whole, there is no reason why this plan should not be extensively used to introduce goods. But if an attempt is made thus to get a big stock into the hands of the retailer, the effort is likely to react.

Another assortment stunt is to fix up a whole mess of merchandise and offer it at a uniform price. For instance, stuff ranging in price from five cents to a dollar will be sold to the retailer at an average price of 45 cents. Such assortments rarely work out right. The unthinking dealer will mark the lot at, say, 75 cents each, and, of course, will sell the big pieces at once and will keep the lesser values until he finally reduces them to a price where they will move. Other merchants will try to price these assorted lots according to the intrinsic value of the piece, but seldom strike it right.

That is the dark side of the assortment idea of selling. But there is a demand among retailers for assortments that are honestly made up. I remember turning down a salesman for shears because he could sell only open stock. I learned from experience that it is useless to try to make a success of some lines in a store unless quite a variety is offered. Shears are in this class. Every customer wants a different kind. To put in a representative stock would tie up more capital than I cared to invest. Later I was able to get an ideal assortment of shears from another house for about \$35. That was the beginning of a nice little business on this line. I had a similar experience with pocket-knives and with many other items too numerous to mention specifically. I recall having several calls for a certain fancy etched glassware. I shopped around for months trying to get what I wanted, but always



You can cash in on
your *IDEA* quicker
through a PICTURE—
it's there!

The Ethridge Association of Artists

NEW YORK OFFICE
23 East 26th St.

CHICAGO OFFICE
220 So. State St.

DETROIT OFFICE
509 Kresge Bldg.

passed up each proposition because of the size of the investment required. At last I ran across a hundred-dollar assortment which was exactly what I wanted. That purchase, also, opened up a profitable trade on this ware. The demand was so good that I was afterwards able to buy regularly in open stock.

From my own experience I know that a well-balanced, carefully made up assortment will often get a line to the retailer more quickly than anything else. However, I would by no means recommend the plan for every line. Only a good merchandiser can make up an assortment that will satisfy. The Hohner people have gone about the idea in the right way, as their success and high standing in the trade seem to prove.

ASSORTMENTS HELP DEALERS UNFAMILIAR WITH LINE

There are sound psychological reasons that explain why it is easy to sell assortments to the retailer. When a dealer is not accustomed to carrying a line, when it is new to him and he doesn't know very much about it, it is ten times easier to make him buy an assortment than to pick out an open-stock order. Of course after a merchant becomes thoroughly familiar with a line and knows it in relation to the peculiar demands of his trade, he prefers to buy open stock. In that way he cuts out slow sellers and insures a quicker turn-over on his purchase. But go to a dealer and try to interest him in a new line of goods and here are some of the objections that he will spring at you:

"I don't know anything about that stuff. Yes, I've had a few calls for it, but I'll be hanged if I know what sizes, shapes, colors or qualities my customers will want. I hate like sin to tie up a lot of money in the line until I know if it will sell and how. Got more goods now than I can pay for. What we need is more buyers and fewer traveling men. If I took you fellows' word for what

will sell, I'd go broke in six months. Still I'd like to try a little of that merchandise of yours. Will you take back what doesn't sell? No? Well, then, will you give me an extra dating? Guess you don't want to sell me very badly.

"Say, Mister, haven't you got a small assortment of your best sellers that I can start out on? If I have to buy a full box of each size and color, I'll pass the proposition up. I can't afford to invest a lot of money just to try out your goods, but I am willing to gamble on an assortment that won't cost any more than a few dollars."

Conversations more or less in this tenor take place in thousands of stores almost daily. If there are several technicalities and a great many numbers to a line, the "green" buyer finds it confusing. Under these circumstances, considerable mental effort is required to place an order in an intelligent way. Is it any wonder that the retailer finds it easier to buy an assortment?

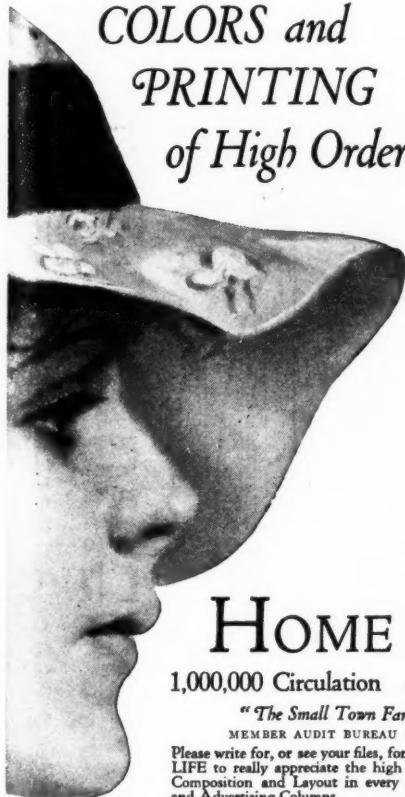
It is not hard to interest him in a definite proposition which tells him he can put in a well-balanced opening stock of such-and-such for \$28.10. The amount is so small that he is surprised and at once comes to the conclusion that he can afford to take a chance on such an insignificant investment.

If the assortment is made up honestly, the merchant will fare better buying it than if he trusts his own judgment in selecting merchandise about which he knows little or nothing.

A retailer can stock an assortment of Hohner's mouth-organs for as little as \$2.10. No dealer that has an ounce of progress in his system will balk at making such a trifling purchase. Many different assortments are offered, one at \$8.75, one at \$12.50, another at \$30.00—all for small amounts. There is a lure in these small figures that is very subtle. A merchant is pleased to learn that he can add an entirely new line

(Continued on page 65)

ART,
COLORS and
PRINTING
of High Order



Covers in
2 or 3 colors

HOME LIFE

1,000,000 Circulation — \$3.50 Per *Agate*
Line

"The Small Town Family Magazine"

MEMBER AUDIT BUREAU OF CIRCULATIONS

Please write for, or see your files, for any recent issue of HOME LIFE to really appreciate the high order of Art, Color work, Composition and Layout in every department—both Editorial and Advertising Columns.

HOME LIFE gives its readers more interesting, adaptable, and helpful reading matter than most other small town magazines.

HOME LIFE gives its advertisers more circulation than most other small town magazines.

JA Lecher

Advertising Manager

EASTERN OFFICE IN CHARGE

A. J. WELLS, Vice-President
1182 Broadway
New York, N. Y.
Tel. Madison Sq. 7551

PUBLICATION OFFICE and PLANT

Ohio Street, corner LaSalle
Chicago, Ill.
Tel. Superior 3280



It Is Costing Over

\$60,000.00 YEARLY

To Keep the Advertising Columns of the

BOSTON AMERICAN

Free From Objectionable Advertising

BOSTON AMERICAN

Free From Objectionable Advertising

Whiskey, Brandy, Gin, Rum
and all other Highly Alcoholic Liquors

The Boston American
Refuses All Advertising of

Doubtful Financial Offerings

and other advertising of an exaggerated and unreliable nature

Questionable Medical Preparations

and those containing Opium, or Drugs in habit-forming quantities

The exclusion of these classes of advertising represents an average loss of \$1,200.00 a week, or in excess of \$60,000.00 a year. All these classes of advertising are not only accepted, but eagerly sought by some of the other Boston newspapers.

IN SPITE of the Boston American's having thrown out more than \$60,000 of display advertising of the objectionable kind, it has, nevertheless, during the first seven months of this year

Gained 312,840 Lines.

Daily Net Paid Circulation Exceeds All Other Boston Evening Papers Combined. Sunday Net Paid Circulation the Greatest in New England.

A NET PAID, NON-RETURNABLE A. B. C. CIRCULATION OF OVER 100,000

WEATHER
New York City: Partly cloudy, with a chance of rain. Temperature: 60-70. Wind: Light breeze from the south.

New York Tribune
First to Last in the Truth, News, Enterprise, Advertisements
No. LXXV No. 3488
FRIDAY, SEPTEMBER 8, 1935
CIRCULATION
Over 100,000
The New York Tribune

**Unions Withhold Strike on 4 Systems;
Fail to Hamper Subway or 'L' Service**

BULGAR ARMY TAKES 20,000 ROMANIANS
Tortured, Fought, Slain from Bucharest, Occupied by Madmen.

MR. CANNON, TOO, ARE CAPTURED
Dramatic Push Along the Black Sea at Battle against Drobny.

\$300,000 a Year, If Sober, for Son in Kerens Will
For This Year, Mr. Cane, Only \$150,000 a Year. Boston, Oct. 28, 1935.

T. R. TO LEAD HUGHES FIGHT
SURNAME LOVES ALONE SHOW EFFECT OF CAR HEAVY STRIKE

GREEN LINE CRIPPLED; MAYOR TO ACT TO-DAY
Whitney's Plan Keeps Red Car Men at Posts—Few Motorists Quit Tubes.

AND, THIRD AVENUE, BRONX QUEENS VOTE FOR DELAY
Anti-Communists Used and Only Extra and Guards Here Once Out, Says I. R. T. Claiming Victory.

Announcing C. E. T. Sharps as automobile editor of The New York Tribune. Mr. Sharps was for many years automobile editor of the N.Y. Sun

The Sunday Tribune

Tribune Service.

AN AUGUST DISPLAY ADVERTISING GAIN SIX TIMES GREATER THAN THAT OF ANY OTHER NEW YORK MORNING NEWSPAPER.

to his stock and cover the investment with a handful of change.

The first order of nearly every new dealer is for an assortment. After that many of them continue to buy assortments and others find it more convenient to purchase open stock. It is nothing at all for the Hohner people to sell assortments of various sorts to a hundred thousand dealers. They have one at \$12.50 that is arranged on a revolving display stand, obeliscal in shape, that has been placed in 150,000 stores. Part of the success of the Hohner assortments can be attributed to the manner in which they are mounted. This obelisk is an example. The stand is beautifully finished in mahogany polish with attractive silver pressings. A set of durable clockworks in the base keeps the fixture revolving for three and a half hours, with just one winding. If this stand was purchased singly it would cost as much as the whole assortment. No charge is made to the dealer for the fixture.

DISPLAY STAND HELPS SELL DEALERS

The house of Hohner spends thousands of dollars for display stands, an expense that is charged up to advertising. It is believed that this kind of advertising has been of great help in building up the business. The fixtures are so neat, compact and attractive that the dealer keeps them displayed prominently all the time. Were it not for these stands, the harmonicas would be hidden away somewhere in a dark showcase or concealed in the invisible recesses of some crowded shelf. The mere display sells thousands of mouth-organs each year to people who had no intention of buying them when they went into the store.

Another important point in connection with these displays is the quoting of the price. This is done where it is possible. On the obeliscal stands the price is pressed in beside each harmonica in silver. It appears somewhere in conspicuous figures on nearly all the displays. This has a tendency to encourage the maintain-

ing of the price. Furthermore it makes sales. For some unaccountable reason many retailers still neglect to mark their prices in plain figures. It has been demonstrated so often that it is a well-known fact that the selling chances of an article are improved considerably by being priced so prominently that the casual shopper can see at a cursory glance how much the thing costs. Thus the Hohner people are almost certain that their goods will be well displayed and conspicuously priced when they get into the hands of the dealer.

And if Mr. Hardware Dealer, Mr. Druggist or Mr. General Storekeeper should neglect to obey that impulse, he is not allowed to forget about it. If he is live enough to take at least one good trade-paper, he is likely to have the Hohner message flashed up at him every time he opens its pages. This firm is a conspicuous example of an enthusiastic trade-paper advertiser.

This advertising is a vital factor in the business-getting campaign. It drums up so many sales for the jobber that it is doubtful if the immense sale of the harmonicas could be maintained without it. Of course, owing to the shortage of the merchandise this advertising is not appearing at present, but it is hoped this situation will be mended shortly. When running, this advertising appeared in thirty-eight trade publications, covering many fields. Mostly full pages were used. The copy is worthy of special mention. It is almost the ideal kind of copy to direct to the merchant. Typographically attractive, it is easy to read. It talks as would a good flesh-and-blood salesman. Best of all, it makes the reader a specific proposition, giving him something tangible to consider. Usually the copy features an assortment, illustrating it, describing it, telling exactly how much it will cost, what it will sell for and how much profit is to be made on it. Each advertisement winds up with the command, "Ask Your Jobber."

Now to get to the other side of the story, I'll have to go back fifteen years in the narrative. The Hohner harmonica is of German origin. Up to about 1900, it was the custom for the jobbers in the United States to import the line. Then a co-partnership was formed under the same name as the German firm to handle the business in this country. This move was instrumental in winning the friendship of the jobber. When they did their own importing, the jobbers had to anticipate their wants a long time in advance and buy heavily. Obligated to order a big stock of each number that they handled, they naturally carried fewer numbers. To be sure, this situation hurt sales. There are over a hundred harmonicas in the line, retailing from twenty-five cents each up to several dollars each, and prior to the establishment of the house in this country very few jobbers carried anything like a complete stock. They pushed a few numbers and let it go at that. But when M. Hohner opened up in New York and started to keep a large supply of the goods on hand at all times, relations with the jobbers immediately became more cordial. They ordered in smaller lots, but in more extensive varieties. Thus, without increasing their investments, the jobbers were able to offer more items, the effect of which was to speed up the turnover and hence earn more profit.

Up until the time that the war began to interfere with deliveries, over 600 jobbers were pushing the Hohner goods in the United States. These jobbers are in every conceivable field. All business is done through jobbers. No direct relations are conducted with the dealer. The firm's *one* salesman calls on all the jobbing trade once a year, and on some of it twice. Once in a while he visits an occasional retailer when there is some special reason for it, but the purpose of the call is not to make a sale. Individual sales are so small that the company cannot afford to work the

dealer. That is left entirely to the jobber.

The Hohner line is listed in nearly 400 jobbers' catalogues. These catalogues are annuals, semi-annuals, quarterlies, monthlies and "every-once-in-a-whiles," and have a total circulation of many millions. One jobber sends out 125,000 a month. Often they contain attractive colored inserts, furnished by the manufacturers. The constant appearance of the Hohner proposition, month after month, over a term of years, has not been in vain. The message has been impressed on the memories of thousands of dealers. As W. J. Haussler of the firm said, "Whether or not the retailer purposely reads these catalogues, he keeps them for reference and, in fingering their pages occasionally, he unconsciously absorbs information about our goods or at least learns of their existence."

"Most dealers," continued Mr. Haussler, "receive catalogues from jobbers in different fields—dry goods, toy, crockery, hardware, stationery, to mention only a few. At first the retailer may not notice that our goods are listed in all these catalogues, but he does sooner or later, and the fact then makes a tremendous impression on him. That our instruments are carried by so many wholesale houses makes it easy for the dealer to buy. He doesn't have to shop around to find them. A surprisingly large number of mail orders from retailers for our instruments are sent to jobbers."

The firm is a staunch believer in mailing slips. Imprinted with the jobber's name, they are distributed by the million. This is part of the small ammunition used in the campaign to dent the Hohner name on the dealer's consciousness.

The house is an unstinted user of cut-outs, hangers, and other window and store display material. In much of this the Hohner Boy is shown. He has been exhibited so long and so continuously that he has come to be known as one of the world's well-established trade-characters.

NEW ENGLAND —YOUR MARKET

About Our Hand Book

A number of years ago we compiled into book form some real live data and statistics regarding New England, and when we got all through we found that we could not do THE SUBJECT justice under 180 full size book pages; thus the book went into several editions under the title of "New England Market Places."

Maybe you saw it? — Be that as it may, the demand from advertisers and sales managers was so insistent that we have recently had compiled and written regardless of expense, a new and more elaborate manual of commercial New England which we want to put into the hands of manufacturers and their advertising and sales managers wherever it will receive a once-over.

That "once-over" is the only charge we exact, — just drop us a line on your business letterhead.

"What's in it?" you say. — Everything one ought to know about New England as it relates to entertaining YOUR proposition.

"And of course, mostly about street car advertising," you say. — Not a bit of it! — There was so much to tell the manufacturer and his chief aids about the wealth, comparative rank, and commercial supremacy of New England, and so many classified lists of dealers to work out, that when we got all through, there wasn't much space left to boost ourselves and our medium.

Our Blue pencil started to remedy this, but second thought showed us that these sturdy figures are just what we are trying to sell the advertiser — plus the good will of some four millions of daily New England passengers.

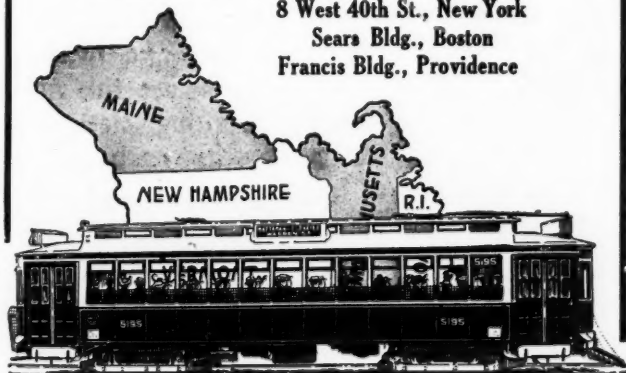
Are you ready for this book?

Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston

Francis Bldg., Providence





20 Mule Team Borax

We count it a privilege to serve in the advertising councils of the Pacific Coast Borax Company in the exploitation of its four 20 Mule Team Products — Borax, Soap Chips, Boric Acid and 20 Mule Team Soap.

These are the four greatest sellers of their kind in the United States. It would be hard to find many women who do not know and use one or all of them.

This esteemed house will, we feel certain, bear witness as to the quality and comprehensiveness of ATLAS Service in all its phases, to any advertiser who cares to inquire. You are welcome to call at any time and see this Agency in its working clothes—we have no other garb.

"Watch Atlas"

Atlas Advertising Agency
INCORPORATED
NEW YORK CITY



Service First

Five-year Co-operative Campaign On to Save Hemlock Market

Northern Hemlock and Hardwood Manufacturers' Association and Other Interests Will Invest \$30,000 a Year in Promotion

CONDITIONS in some industries are of such a nature that no one manufacturer can hope to improve them very much within a measurable time through his own individual advertising effort or even with the assistance of whatever constructive competition he can stir up other manufacturers to give. They must all join hands and advertise on a co-operative scale in order to get substantial results.

As late as four or five years ago this was not a thoroughly practical proceeding. Trade rivals balked at getting together, quarreled over advertising assessments and if they got that far fought over inquiries and orders. Of course, these ancient wrinkles have now been mostly ironed out of the proposition. The thing has been done so many times with success that it has been reduced, more or less, to a system, which can be applied with this or that minor modification to almost any situation with a reasonable hope of betterment.

The lumber industry has had rather more of these successful demonstrations than some other industries and that probably accounts for the rapidity with which the various indispensable promotional steps have been recently taken by the hemlock manufacturers and the amplexness of their plans.

WORRIED BY DECREASING MARKET

It was hardly a year ago that these hemlock manufacturers of Wisconsin and Northern Michigan felt it high time to verify a growing suspicion that the market for hemlock was falling off. A survey by the sales managers of the different companies proved it. This survey and the initial impulse to it were facilitated by the fact that the manufacturers were already organized. As members of the Northern Hemlock

and Hardwood Manufacturers' Association, they were accustomed to activity in concert on various matters and to exchanging information of one kind and another. It was therefore only a logical step for them to deal co-operatively with the market problem.



Treat her right and she'll treat you right

Poultry is one of the best paying things on some farms; on others it is hardly considered worth bothering about. The difference is all in the thought and care given. About the first thing the careful poultry raiser has to figure on is how to house his flock, whether large or small, in the most healthful and practical manner.

"Old Faithful" **HEMLOCK** Lumber

has been the farmer's stand-by for more than 200 years. Its price is right. It is light and easy to handle, easy to work and holds nails, paint or stain in great shape. Under proper conditions it lasts—oh, say 100 years. (You should worry after that!) To get your eye on these facts, we have had prepared, by architects who know how, plans for modern poultry houses and other farm buildings which we will be glad to supply you free.

Free Poultry House Plans! Send for the new **HEMLOCK** PLAN BOOK, which tells all about Hemlock Lumber and how to use it. It gives you a list of local lumber dealers and will supply you **FREE** with one set of ten plans in the book which covers houses, barns, garages and small farm buildings. All plans are new and original and are drawn by architects who know the farmer's needs. If your lumber dealer hasn't the plans he can get them from us.

THE HEMLOCK MANUFACTURERS

of Wisconsin and Northern Michigan
600 F. R. A. Building Oshkosh, Wisconsin
Lumber dealer cannot supply plans, we will send direct. Poultry House or other small building kit. House or barn \$1.00.

ONE OF THE SEVERAL USES ADVERTISED IN FARM PAPERS

The sales manager's reports left no excuse for delay. Organization to protect the standing of hemlock in the eyes of builders, architects, and city and farm owners, and to increase its markets was imperative. The formation of the Hemlock Promotion Bureau was the result. The plan proposed to create a fund for advertising and other promotion by the assessment of subscriptions on the basis of 7½ cents per 1,000 feet. The fund was to be administered by an executive committee representing the subscribers. Sub-

scriptions became payable as soon as a representation of 300,000,000 feet of hemlock was assured.

This took place by early spring. A backing of fifty firms, some not even members of the association, whose estimated shipments amounted to 360,000,000 feet annually, is expected to provide a fund of \$25,000 a year for five years. Increased shipments make the available fund over \$30,000 now.

Having advanced thus far, the manufacturers through their promotion bureau called in representatives of an advertising agency and made an exhaustive analysis of the situation and the means of improving it.

WHY DEMAND FELL OFF

The fundamental reasons for the falling off in the demand for hemlock were chiefly two. Other competitive woods, like yellow pine, had been pushed by those interested. And there had been a marked and, as the hemlock manufacturers believed, unjust discrimination against hemlock in the building codes of many cities. The prejudice was shared or accepted without consideration by many architects. It was necessary to prove hemlock as dependable in strength and life as the other woods used for similar purposes, that is, in structural work, box manufacture, for paving material, silo manufacture, etc.

The problem, then, resolved itself into a question of educating public, dealers, builders and manufacturers of certain wood products, railroad officials, architects, engineers and last of all the municipal building and engineering boards or departments.

For the appeal to the public, local newspapers were used. Advertising space was purchased in about 170 papers in towns of Wisconsin, Michigan, Illinois and Minnesota having a population of 3,000 and more. An attractive circular was sent out to retailers offering to spend two dollars to their one in advertising in their local paper over their signature. Eighty retailers at once accepted the offer and contributed more

than \$1,000 in this way toward the campaign. In other towns the advertising was carried over the Association's own signature, but it directed the consumer to his local dealer.

The copy appeal in this local newspaper advertising and other advertising as well grasps the bull firmly by the horns. Hemlock had been discriminated against by some of the authorities. The Promotion Bureau met the issue squarely. Basing its argument on the findings of its experts, it claimed actual superiority for hemlock lumber for certain purposes. Hemlock was not recommended for high-class interior trim and doors, but "when it comes to the hard work jobs—the studs, rafters, under-floors, rough boarding and siding; barn floors, station platforms, crossing planks—wherever pretty grain and varnish don't count, but 'stand-up' does—nothing to it but Old Faithful Hemlock." "Old Faithful Hemlock" is the copyrighted slogan of the Association.

The newspaper ads carried an offer of a free book of plans, including all kinds of farm structures. Inquiries for these were referred to the local dealers, who were provided with *blueprints* of the various plans and *bills* of the materials called for in them.

To make the tie-up complete, the trade is now being provided with metal reproductions of the slogan-trade-mark for use on freight-car shipments, stores and dealers' wagons. Paper enamel signs are being provided for fences and a special sign is being prepared for buildings in the construction of which hemlock lumber has been used.

A DRIVE ON FARM FIELD

Very much the same kind of appeal was made in the farm-journal advertising, except that it was more specialized. In one instance, for example, the connection between profitable poultrying and proper housing for the flock is dwelt on.

The appeals to the box trade, the lumber trade, builders and

(Continued on page 75)

On
the
top
line
of the
estimate

The thought-out advertising estimate for 1917 begins with

CLEVELAND

where there are no idle men nor idle money.

There is now no more prosperous or responsive market in the country than Cleveland and the rich manufacturing and farming country thereabouts.

This market can be made tributary to *you*, Mr. Manufacturer, when this name tops your 1917 estimate:

The Plain Dealer

First Newspaper of Cleveland, Sixth City

AVERAGE NET CIRCULATION

Daily: 145,000 Sunday: 185,000

Western Advertising Representative
JOHN GLASS
Peoples Gas Building
Chicago

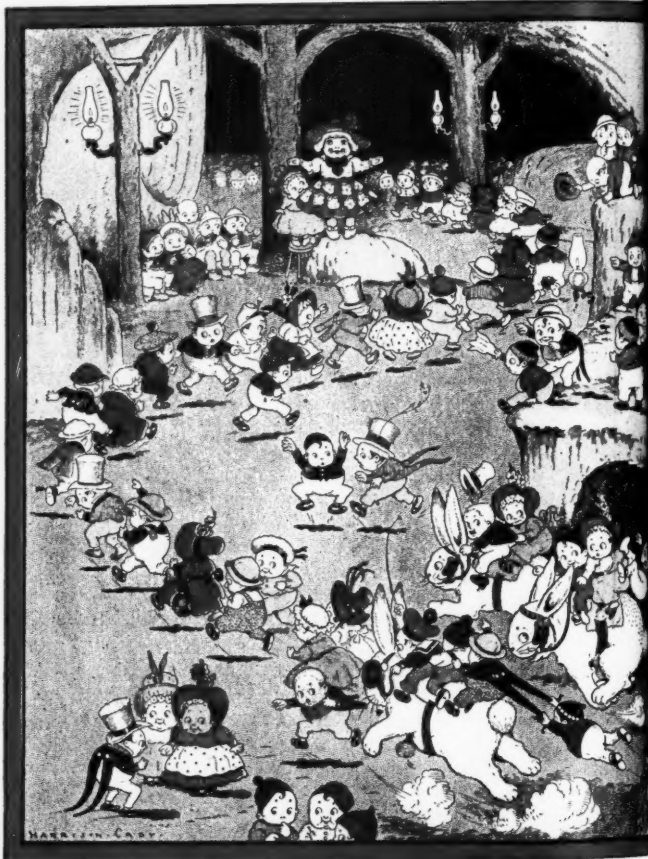
Eastern Advertising Representative
JOHN B. WOODWARD
Times Building
New York

29th Anniversary Num
NOVEMBER 1916

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

Vol. XXIX

Published at Augusta Maine

WITH its forthcoming November Anniversary Number COMFORT enters its twenty-ninth year—a *better, stronger, more productive magazine than ever.*

Because of its editorial merit, because of its high grade subscription methods, because of the way it has paid its advertisers through twenty-eight years it is now *an absolute leader* in its field.

It will pay for *you* and especially the

NOVEMBER NUMBER

This issue is one of the Big Four of the advertising year—it reaches our people when they have money, it comes in time to influence their late fall and early Christmas buying.

To be sure of a good position in the November Anniversary Number all orders *must* be sent *early*.

W. H. GANNETT, Pub., Inc.,
AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Aeolian Hall.

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

WOODWARDS INCORPORATED

An organization with the
purpose to investigate
thoroughly, to think
clearly, to plan com-
prehensively, to work
intelligently, to serve
sincerely. ~ ~ ~ ~

WOODWARDS INCORPORATED

MERCHANDISING COUNSEL

• • ADVERTISING • •

R.L. WHITTON VICE PRESIDENT
900 SOUTH MICHIGAN AVE. • CHICAGO

architects through their trade journals were similarly specialized. The durability of the wood, the fact that it "holds" nails, does not warp or "set," contains no pitch, holds paint extremely well, etc., were all emphasized. Manufacturers were told that it was not necessary for them to buy Old Faithful Hemlock box and crating stock in carlots, because most of the Association's members worked up other woods as well as hemlock and the hemlock could therefore be obtained in mixed cars with other box lumber, a practical point.

Besides the 90-page booklet on farm buildings, a series of special booklets is planned on the use of hemlock in city buildings, in country, in the garage, in poultry houses, silos and on its technical value to architects and engineers.

CONFERENCES WITH ARCHITECTS, ENGINEERS AND RAILWAY OFFICIALS

This advertising is supplemented by personal promotion work. The first of the year R. E. Simmons of the Government Service joined the Bureau as assistant manager, and has devoted himself mainly to holding conferences with architects, engineers, railroad officials, and municipal authorities, and also to making a study of the various municipal building codes.

An inspection force is being developed to study the use of hemlock and other woods in various parts of the territory and the problems of the retailer in handling the product. In cooperation with the retailer, a special study of the mail-order house proposition is being made to assist the local retailer to meet it.

The possibilities suggested by the representation of the Association's engineers in various technical societies and organizations which write specifications for the use of building material have been well weighed and personal work laid out. The government laboratory has been encouraged to make strength tests and other experiments on hemlock in various forms.

Lastly, the State fairs, conventions and permanent exhibits are being "covered" in the obvious way. Models for exhibition purposes will also be prepared of hemlock-built garages, silos, and other farm buildings and models also of the University Model Farm House built entirely of Wisconsin woods.

The recital of these several interlocking agencies for publicity is enough to show that they are not more promising than logical. As to the results, probably all that could hope to be achieved in the first six or eight months has been accomplished. Organization has been effected, dealers lined up and all the indispensable things done to back up the advertising and influence the various factors. Inquiries have of course grown from month to month. How far the actual if slight increase in the demand that has started is due to the campaign and how far to the growing prosperity of the country and the section cannot be told as yet. Certain results will show soon. But the Association does not expect to see a tendency of long duration reversed in a few months. The campaign is set, as said, for four years. Within that length of time, and the investment of \$150,000, much may be hoped for.

Chewing-gum Campaign in Canada

The Canadian Chicle Company, Ltd., of Peterboro, Ontario, has started to advertise "A. B. C." chewing-gum in Canadian newspapers. The gum is put out in the form of circular disks, six in a package, and sold to dealers in wooden boxes containing forty packages.

Initial distribution was secured in Toronto and Ottawa before the advertising was begun.

The new gum will be made in the United States by Lundy's, Inc., of Buffalo, N. Y.

Made Sales Manager of Wildi Milk Company

B. F. Amos, who has represented the John Wildi Condensed Milk Company in the New York territory for a number of years, has been appointed general sales manager of the company. He will be located in the home office, at Columbus, Ohio.

Helping Dealers to Sell a Technical Product

How a Manufacturer of Automobile Goggles Charted a Way Around the Overflowing Graveyard of Accessory Failures

THERE are literally hundreds of manufacturers who are trying to get a free ride to success by making their business a trailer to the automobile industry. Because there happen to be two or three million cars in this country and seven or eight million people who go motoring more or less frequently, many manufacturers seem to think that the field offers them a fine chance to pick up a wad of easy money.

But the big successes in this industry have not been won with so little effort. A large accessory dealer told the writer that his store is overstocked with all

they could tie up their business to the automobile market without any special effort.

In striking contrast to these are the manufacturers that have recognized in the automobile business a teeming outlet for their products, but who also saw that this choice new market could not be won without advertising and aggressive merchandising, specially adapted to the industry. An example in point is T. A. Willson & Co., Inc., goggle manufacturers, of Reading, Pa.

For many years the company has been making specially devised safety glasses for the use of

workmen in hazardous occupations, such as grinding and chipping steel and the like. The development of the automobile business and with it the growth of motoring opened up a large prospective market for goggles. This Reading manufacturer was not slow to see the possibilities in this new field, nor did he hesitate to make the changes in the business necessary to adapt it to the requirements of the new demand.

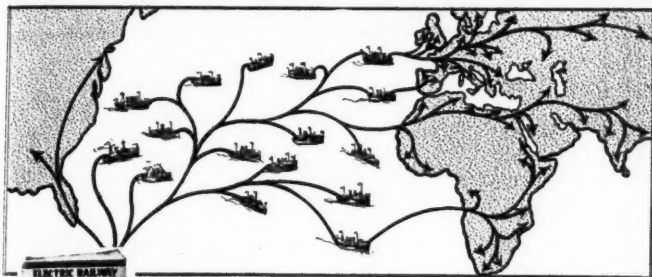
In sizing up the prospective market and in preparing for the advertising campaign Frederick Willson, president of the firm, said that two conclusions were arrived at. First, that probably fifty per cent of all motorists appreciate the need of eye protection and will buy goggles without any special urging, although they may delay the purchase. The second conclusion was that the other fifty per cent had some special reason for not buying

(Continued on page 81)



A GROUP OF ADVERTISEMENTS THAT HAVE PROVED EFFECTIVE

sorts of jimcracks for the automobile that do not sell simply because their unduly optimistic makers have never seen fit to create a demand for them. This retailer says that he has been "stung" so often that now he never buys a specialty, unless it has become a staple or else he is assured that it will be advertised into demand. Then again manufacturers whose goods are established in other fields have made the mistake of supposing that



THOROUGHNESS and REACH mark the circulation of the McGRAW PAPERS

Wherever important business men gather you will find copies of the McGraw Papers—Electric Railway Journal, Electrical World, Electrical Merchandising, Engineering Record, Metallurgical and Chemical Engineering.

You will find files of them in the reading rooms and libraries of the important engineering and commercial clubs both at home and abroad.

All over the world, wherever the fields covered by McGraw Papers are active, files are open to visitors at United States Consulates.

In the offices of all Commercial Attachés of the United States Bureau of Foreign and Domestic Commerce abroad and in the Bureau's American branch offices, the McGraw Papers are constantly accessible.

Every America-bound steamer from the chief neutral ports keeps recent copies of these papers on the smoking-room table ready to the hand of the interested traveler. The same is true on steamers from some of the warring countries.

—a relatively small but tremendously effective factor in the circulation of the McGraw Papers—a service for McGraw customers.

McGraw Publishing Company, Inc.

239 West 39th Street, New York

Electric Railway Journal

Electrical World

Engineering Record

Metallurgical and Chemical Engineering

Electrical Merchandising

Members Audit Bureau of Circulations

The Agricultural Leadership Of The South

*Some Amazing Statistics That Partially Account
For the Present Prosperity of The Southern States*

Estimated Aggregate Crop Values

	1915	1914	1909 - 1913 Five Year Average
Total for the South	\$2,607,349,000	\$2,290,140,000	\$2,454,255,000
Total for the rest of the Country	4,181,556,000	3,972,695,000	3,458,072,000
Total for the United States	\$6,788,905,000	\$6,262,835,000	\$5,912,327,000

It will be noted that the gain in value of all crops in the United States in 1915 over 1914 was \$526,070,000. Of this gain, \$317,009,000, or a little over 60 per cent, was in the South. The gain in the entire country outside of the South was \$208,861,000, or \$108,400,000 less than the gain for the South.

The percentage of increase for the South in 1915 over 1914 was 13.85 per cent. The percentage of increase for the entire country outside of the South was only 5.25 per cent.

Despite the low value of last year's cotton crop, the value of crops in 1915 in the South was \$153,000,000 greater than the average value for the five years from 1909 to 1913, both inclusive proof positive of an almost incredible progress in crop diversification.

The percentage of increase for the South in 1914 was 13.85 per cent. The percentage of increase for the entire country outside of the South was only 5.25 per cent.

Despite the low value of last year's cotton crop, the value of crops in 1915 in the South was \$153,000,000 greater than the average value for the five years from 1909 to 1913, both inclusive—proof positive of an almost incredible progress in crop diversification.

The State of Texas, with the single exception of Illinois, exceeded in the value of its crops every state in the Union. Illinois surpassed Texas by only \$1,070,000; whereas Texas exceeded the wonderful agricultural state of Iowa by \$82,642,000. Georgia, a strictly cotton state, in spite of the war, exceeded the total crop value of Pennsylvania by \$1,000,000; Michigan by \$54,000,000; California by \$21,000,000.

The total value of Southern farm products in 1915, including cattle, may be conservatively put at the enormous amount of \$3,762,049,000. And the value of the 1916 cotton crop, according to best estimates, will exceed that of 1915 by \$312,000,000.

These billions of dollars of Southern agricultural income added to the other billions derived from manufacturing, lumbering and mining, create a tremendous purchasing power for every necessity, convenience and luxury that the world can supply. If you are in a position to meet this demand in any phase, tell the South in the most effective and economical manner—through Southern newspaper space.

Prepared by Massengale Advertising Agency, Atlanta, Ga.

Members of the Southern Newspaper Publishers' Association

ALABAMA		NORTH CAROLINA	
Birmingham Age-Herald		Athens Citizen	
Birmingham Post-Herald		Charlotte Observer	
Birmingham News		Greensboro Daily News	
Gadsden Journal		Raleigh Times	
Mobile Register		Winston-Salem Twin City	
Montgomery Advertiser		Daily Sentinel	
ARKANSAS		SOUTH CAROLINA	
Little Rock Arkansas Democrat		Anderson Daily Mail	
FLORIDA		Charleston Evening Post	
Jacksonville Times-Union		Columbia Record	
Tampa Times		Greenville News	
GEORGIA		Spartanburg Herald	
Albany Herald		TENNESSEE	
Atlanta Constitution		Chattanooga News	
Atlanta Georgian-American		Chattanooga Times	
Atlanta Journal		Knoxville Journal and Tribune	
Augusta Herald		Knoxville Sentinel	
Macon News		Memphis Commercial Appeal	
Macon Telegraph		Nashville Banner	
Savannah Daily News		Nashville Tennessean	
Waycross Journal-Herald		TEXAS	
KENTUCKY		The Galveston News	
Louisville Courier-Journal		VIRGINIA	
Louisville Herald		Lynchburg News	
Louisville Times			

CLEVELAND NEWS LEADS

All Cleveland Newspapers in Foreign Advertising

AUGUST

26 Days This Year vs. 26 Days Last Year. Figures Expressed in Lines

	1916	1915	GAIN
NEWS	88,200	47,292	40,908 OR 87%
OTHER EVENING NEWSPAPER	84,308	71,708	12,600 OR 18%

Members of the A. B. C.

THE CLEVELAND LEADER CLEVELAND, OHIO THE CLEVELAND NEWS

Foreign Advertising
Representative

Lawrence Inc.

250 FIFTH AVENUE
NEW YORK

goggles. A few of them did not feel that this form of protection was necessary, but perhaps the majority did not buy because they thought goggles would disfigure their faces and that they would suffer discomfort from wearing them.

The advertising has been prepared to reach the second class, although, as will be shown later, it incidentally gets in its work on those who realize that they should have goggles, but who have been neglecting to buy them. This explains why the advertisements talk goggles technically rather than the reasons for their use. "We have based our appeal almost entirely," said Mr. Willson, "on the perfect adaptation of various styles of our goggles to individual requirements, emphasizing also the fact that goggles, well fitted and properly proportioned to the face, are not unsightly." The entire burden of the copy seems to be that comfort in goggle-wearing is dependent on the selection of a type to meet the peculiarities of each buyer's face. This fact is emphasized over and over again and is brought out in various ways. The campaign is not a large one. As appropriations go, it is moderate. However, the success which the advertising achieved is out of all proportion to the amount of money invested in it, because of the sound market analysis on which the appeal is based.

The Willson people have also introduced a lot of effective merchandising into the selling of goggles, without which the advertising would be greatly handicapped. It goes to show that the winning of a new market is not an easy task, even for an old house. Painstaking attention to many details is necessary. In explaining why goggles require special methods of selling, Mr. Willson said:

"The manufacture of goggles as a specialized business is a comparatively new industry in this country and as in the case of all beginning industries, goggle styles were at first rather crude because they were intended to be sold as

ordinary merchandise without special selling service on the part of the dealer. Now, however, the industry has progressed to such a point that goggles are being manufactured to meet special kinds of use and individual requirements, all of which is being supplemented by a continual educational effort in training the dealer to aid the purchaser in choosing just the right goggle for his or her need."

METHOD OF MAKING BETTER DEALERS

The experience of this manufacturer in making goggles to meet the exacting needs of workmen in the trades, served him well when he went after the automobile business. Goggles of every kind were devised, and then dealers were taught how to fit them to suit the requirements of the buyer. Much of the progress of the firm in the new market can be attributed to its success in educating the dealer how to give a specialized service in selling the product. In each shipment sent out a sheet is enclosed which gives a description of the styles included in the case, explains the construction of each particular type of goggle, what its advantages are and for what special use it is intended. This enables the dealer to help the customer make the right choice. For instance, here is the description of one style:

"STYLE Z5—Zylbex Eye Glass. An unusually distinctive imitation tortoise-shell eye glass with black metal guards and gilt alloy spring; particularly adapted for women who want eye protection but prefer an eye glass to the ordinary goggle. Amber color. Each pair in a neat box."

The dealer is instructed in detail as to what type to recommend for such special uses as motoring, driving, golfing and other sports, for railroad men, machinists and mechanics. He is told what kind to advise women to buy. Certain types are suggested for people with small faces and for those who wish to wear goggles over ordinary glasses. The dealer is repeatedly cautioned to make sales

only when the customer can be properly fitted. He is told that his success with the line depends absolutely on this. The advertising will bring him prospects and then it is up to him to make sales by giving service. Merchants who take time to study the instructions of the firm and to familiarize themselves with each type of goggle in the case are able to sell the merchandise intelligently.

Further education of the dealer is carried on in the trade journals. A single goggle is featured in each advertisement. Its merits and uses are explained. The merchant who follows this advertising is certain to assimilate a lot of specialized knowledge on the subject. Many of the goggles that the company makes are adjustable. The dealer is taught how to make the adjustments. For example, certain imitation shell styles can be heated and moulded to fit the face. The retailer has instructions for making this change.

SHOWS DEALER'S DISPLAY CASE IN ALL CONSUMER COPY

A peculiarity of the Willson advertising is the illustration of a display case in all the copy. This is part of the merchandising and it has worked out well. The case is attractive and was devised so that even a small assortment of goggles in the store would show up big. It is an ingenious method of linking up the advertising with the retailer. Those who became interested in the advertisements, but who disobeyed the impulse to buy, have their desire for a pair of goggles whipped up again every time they see this enticing display in a retail store. It is this case that coaxes the money out of the pockets of those people who appreciate the need of eye protection, but who have been putting off the purchase.

The running of the display case in the copy has also been instrumental in selling the proposition to the dealer, although a retailer appeal was not made in the consumer advertising. Dealers seem

to like to see a store fixture advertised to the prospective buyer.

Mr. Willson says that this display case has been of great help in getting the campaign across. He has distributed three times as many of them as he thought possible in even his most hopeful moments. A patent has been applied for on the device.

The concern hasn't been a bit bashful in advertising its advertising to the dealer. It has bombarded him with broadsides, all of which solicited him for an order, for delivery through his jobbers. Three assortment offers were made, to cost him respectively \$15, \$25 and \$50. Postal order blanks, all made out, and with roomy signature-inviting lines, were enclosed. The proposition is made to appeal to the retailer. His profits are worked out. He is shown that he can not only double his money, but also have about enough in addition to pay the freight.

All things considered, it would appear that T. A. Willson & Company have gone after the automobile market in a way that should commend itself to less far-sighted manufacturers. Incidentally, of course, their energetic effort has obtained a lot of business from industrial workers and others who want goggles for other than touring purposes.

Will Coopersage Industry Advertise?

The Associated Coopersage Industries of America, the name chosen for the amalgamated organization embracing all of the various coopersage lines, is planning promotional work with an income of about \$40,000 a year in view. Work in favor of the barrel, which has been carried on by some of the coopersage interests in a small way up to this time, is favored. The details of the campaign will be worked out when the permanent secretary, now under consideration, is appointed.

Pettit Leaves J. I. Case Company

B. M. Pettit, who has been advertising manager of the J. I. Case Threshing Machine Company, Racine, Wis., for the past three years, has become associated with the Curtis Publishing Company, at Philadelphia.

This Means Real Advertising Service

MR. HERBERT DURAND has been appointed Manager of the Service Department of this Agency, with headquarters at St. Louis.

Mr. Durand has had thirty-two years advertising experience—fourteen years with Nelson Chesman & Co. This was the first Agency to install a regular Copy Department and Mr. Durand was its first chief. He was afterwards, for three years, Manager of our Chattanooga Office; and for the past seven years has been Manager of our New York Office.

THE SERVICE DEPARTMENT of Nelson Chesman & Co. has been further strengthened by the addition of a number of trained and competent men. As now constituted, it has no superior among American agencies. Its working force includes experts in the investigation and analysis of trade conditions, in the outlining and development of advertising and merchandising plans, in the writing and illustrating of copy, and in all other essentials to the safe, sane and successful conduct of advertising campaigns along lines of least resistance, and greatest promise.

Special attention has been given to improving our facilities for laying out, illustrating and displaying advertising copy. Close working arrangements have been perfected with the leading commercial artists, photographers and engravers of New York, Chicago, and St. Louis, who co-operate with our own art and typographical experts in giving our customers the best obtainable results.

Hitherto the Service Departments of our four offices (St. Louis, Chicago, New York and Chattanooga) have been conducted independently of each other. They are now co-ordinated and centralized into a General Service Department under Mr. Durand's direction.

As a result of this centralization, we can now assure every customer of this Agency, wherever located, *that the best available advertising talent of New York, Chicago and St. Louis is at his command*, and that his particular advertising needs and problems will be looked after and solved by the men most thoroughly qualified by experience and ability to do the work intelligently and effectively.

NELSON CHESMAN & CO.
CONRAD BUDKE, President.

St. Louis, September 15, 1916.

Essential Qualifications of an Advertising Agency

THE MODERN Advertising Agency of standing is a recognized economic force in the conduct of business. It occupies an intermediate position between the advertiser and the publisher, rendering a reciprocal and double service without the waste ordinarily incident to the employment of a middleman. The Advertising Agency promotes the interest of the advertiser by giving him intelligent counsel as to the best course to pursue, by formulating a plan of campaign based upon a careful study of the product to be promoted, its talking points, its distribution, its most promising market, etc., by recommending selling methods of proved merit and showing how these methods may be steadily reinforced and strengthened through advertising—by the preparation of effective and productive copy and by shrewd selection of the right mediums to achieve swiftly the results sought. The Advertising Agency serves the publisher by creating new business, by developing and encouraging accounts already operating, by relieving him of an enormous amount of expensive detail, and by assuming all financial responsibility for business placed in his publication.

Before selecting an Advertising Agency it should be ascertained what are its leading accounts and of what nature; how long they have been carried and with what success for the advertisers; also if the Agency stands well in the business world, with the bankers of the city in which it is located, and if it is a decent moral force—a potential for good in the commercial life of the community.

EXPERIENCE IS ALSO OF VITAL CONSEQUENCE, particularly that experience which comes from first hand contact with present and actually existent advertising conditions and tendencies, as developed by the needs and wishes of the buying public of the different geographical divisions of the country.

So the selection of an Advertising Agency is closely analogous to the retaining of counsel in important and critical litigation. No one can be criticised if, when his cause is to be presented finally to the great tribunal of last resort—the Supreme Court of the United States—he reposes the greater confidence in counsel of known standing and integrity, who have stood in that presence repeatedly and successfully.

*And in Advertising the BUYING PUBLIC is the
Supreme Court*

Some Facts About Nelson Chesman & Co.

THE Advertising Agency of Nelson Chesman & Company, established in 1874, is one of the oldest, largest, soundest, most progressive and yet most conservative agencies in the world.

It is a 4-ply institution—in reality ***Four Advertising Agencies in One.*** Its offices at St. Louis, Chicago, New York and Chattanooga are purposely located at the strategic centers of the most important industrial sections of the country.

At each office is maintained a complete service force of the highest efficiency.

This Agency has at present on the books of its four offices several hundred active accounts, with aggregate advertising appropriations amounting to millions of dollars annually.

These accounts represent considerably more than one hundred entirely different lines of human activity, marketing many thousand different commodities.

A partial list of products for which we are now preparing and placing advertising is given on the next page. Each product listed represents one or more separate and distinct accounts. As we have no dissatisfied customers, this list proves the ability and versatility of the members of our service force.

*For List of Advertising Products referred to
above, see next page*

**Partial List of Products We Are Now
Advertising, Showing High Character
of Accounts Handled.**

Addressing and Mailing Machines.	Lubricating Oils
Agricultural Imple- ments	Merry-Go-Rounds
Attorneys (Patent)	Metal Polish
Automobiles	Mill Machinery and Sup- plies
Automobile Accessories	Mineral and Distilled Water
Automobile Supplies	Motion Picture Supplies
Awnings and Tents	Moth Bags
Bicycles	Motor Trucks
Books	Musical Instruction
Boots and Shoes	Neckwear
Beer	Nurseries (Trees, Shrubs, etc., etc.)
Beverages (Soda Foun- tain, etc.)	Oculists
Braces and Trusses	Office Appliances
Boys' Wagons and Sleds	Paints and Varnishes
Buggies	Paper Towels
Canneries	Pea Hullers and Food Cutters
Cereals	Portable Houses
Coaster Brakes	Pianos
Coffee	Poultry Supplies
Colleges	Proprietary Remedies
Condensed Milk	Publications
Confectionery	Railroads
Correspondence Schools	Razors (Safety)
Dentifrices	Ready-Built Houses
Disinfectants	Real Estate
Distillers	Roofing
Dolls	Rubber Heels and Soles
Egg Carriers	Rubber Tires
Embroideries	Sanitariums
Farm Machinery	Saw Mills and Planers
Fertilizers	Screens for Motion Pic- tures
Food Products	Seedsmen and Florists
Furnishing Goods (Gen- tlemen)	Stationery and Fancy Goods
Garages (Portable)	Silos
Gas and Electric Light- ing Fixtures	Stained Shingles
Hair and Scalp Prepar- ations	Stenciling Machines
Health Resorts	Stock Remedies
Household Supplies	Stoves and Ranges
Hospital Supplies	Smoking Tobacco
Incubators and Brooders	Surveyor's Instruments
Insecticides	Tile and Sewer Pipe
Ladies' Garments	Toilet Preparations
Land Development	Waffle Machines
Lawn Mowers	Washing Machines
Life Insurance	

WE do not consider it advisable, or in good taste, to publish broadcast the names and locations of our clients, but will gladly give in confidence to any bona-fide prospective advertiser the addresses of a sufficient number, should he desire to ask their opinion of the character and efficiency of our service.

NELSON CHESMAN & CO.,

St. Louis
Chicago

New York
Chattanooga

WRITE TO THE NEAREST OFFICE

Taking Care of Your Salesmen Out of Selling Season

How One Company Tries to Get Places for Men—Manufacturers to Consider Plans This Fall

By John L. Meyer

SALES and advertising managers who handle "seasonable" products are confronted twice a year, if not more often, with two problems that are particularly difficult and trying;—first, to hire good field sales and advertising men with the understanding that the season will be short at best, and the positions therefore temporary; and second, to dispose of the men who have made good and have stayed through, with more consideration than merely to give them their time, settle up and show them the door.

Just at this time these problems are especially timely in the breakfast-food and fruit industries.

The problems, it is quite apparent, bear a close relation to the efforts that are now being made so universally for the better selection of sales and advertising field men and their training with a view of preventing the incalculable waste of "firing and hiring."

In many of the larger and more formidable organizations, such as the big package-food industries, sales and crew managers have made serious but necessarily unorganized efforts to place their men after the expiration of the active season with other specialty concerns whose periods of greatest activity then begins and whose work requires similar training. This dove-tailing, which is as yet a rather novel experience in the sales work of most of the organizations interested in it, has accomplished a lot of good results. Three or four of the largest food manufacturers have carried out the plan to an extent which affords to about 25 to 30 per cent of their men certain employment the year around, partly with them

and partly with other convenient organizations. Thus the waste in training men—the loss of firing and hiring—has been materially decreased. But, at best, these endeavors are incomplete and not satisfying as yet.

COMPANY SEEKS TO LOCATE ITS BEST SALESMEN IN GOOD POSITIONS

The Coast Products Company, of St. Louis, a growing organization for handling Pacific Coast canned foods and fruits, and whose active season is finished at about this time each year, has recently sent out a letter to managers of high-grade sales organizations which goes a long step farther than any previous attempt to handle the problems.

If this letter had been intended only as an attention-getter, it would have served that purpose admirably. Imagine being at the head of a large food sales organization, and receiving a letter like this on the letterhead of a well-known, and possibly rival, organization:

We want to place in your organization a number of good salesmen. We know that they are good men because they have worked for us for some months, and we have thoroughly tested them out. They have all been under bond, and have qualified on same. The fact that they are still in our organization proves that they are all men who have survived a vigorous sifting process.

Most of them have been with us since early spring, and have worked in the Middle West and Central States. In this letter we will attempt to merely give you their names and the territories which they have been covering for us. The reason that we are about to discontinue their services is because of the fact that our active selling season ends August 15th to September 1st, and we therefore cannot continue these men beyond the last-named date.

[Here follows the names of thirteen men, with the territories that each covered.]

These thirteen men represent the pick of a force of fifty. They are the men whom we feel we ought to make a

Facts About Seattle for Advertisers

LOCATION—The Hub of the Northwest. The gateway to Alaska and the Orient.

CLIMATE—Roses bloom the year round. Average high temperature 62 degrees. Average low temperature 40 degrees. Sun-stroke is unknown.

RAINFALL in Seattle for last twenty-four years averaged 34.48 inches. Average precipitation in same period of New York City, 44.19 inches; Boston, 44.20; Cincinnati, Ohio, 38.32; Chicago, 33.29.

POPULATION—1900 census, 80,671; 1910 census, 237,194; estimate of United States Census Bureau, January 1, 1916, 335,000.

HEALTH ADVANTAGES—The equable climate, pure city water rising in the mountain glaciers and distributed by a great municipal water system, to this modern city with its complete drainage, sanitation, pure milk and similar advantages, combine to make Seattle the healthiest city in the world. Death rate for 1914 was 8.1 per thousand. Infant death rate lowest of large world cities. Birth rate, 15.66 per thousand.

* * * * *

JULY ADVERTISING

TIMES - 922,860 Lines

Second paper 532,070 "

Third paper 285,922 "

**One paper for Seattle.
More would be a waste.
That's**

The Seattle Times

Clarence Blethen, Editor
Joseph Blethen, Gen'l Mgr.

The S. C. Beckwith Special Agency

Sole Agents for Foreign Advertising

New York, St. Louis, Detroit, Kansas City, Chicago

special effort to place, and we accept the responsibility of recommending them to you for consideration.

We can have any of these men address you direct or you can advise us where they can best see some of your district representatives.

We are writing you in this way because we have a first-class opinion of your concern. We feel that in trying to place these men we would be doing them a service if we could arrange to have them enter your organization.

Yours very truly,
THE COAST PRODUCTS COMPANY,

Some sales or advertising managers will feel that this method for solving the "seasonable-salesmen" problem is a bit too frank and open, and may tip one's hand to the eager eye and ear of information-hungry competitors, but all sales chiefs will be pleased to take note that another earnest, if somewhat unprecedented, endeavor is being made in the desired direction, away from the seemingly cold-blooded and actually costly summary discharges of entire crews of picked and trained salesmen.

It is reported that the American Specialty Manufacturers Association is giving consideration to a number of plans which have been mutually offered by certain groups in its membership, all looking toward a more satisfactory solution of these problems. The subject will be discussed, at least in committee, during the next annual meeting at Pittsburgh in November.

In more than one organization some new products have been introduced, almost solely with the purpose of creating a series of all-year "seasons," through a rotation of seasonable articles, so that their trained and tried sales and store advertising men, samplers, crew managers, etc., may be retained permanently.

C. H. King, for seven years business manager of the H. L. Keats Auto Company, of Portland, Ore., has been appointed head of the new sales-promotion department of the Chalmers Motor Company, of Detroit.

George Walker has resigned as advertising manager of the Multiplex Display Fixture Company, St. Louis, and has joined the copy and plan department of the Gardner Agency, of the same city.

Follow-up or Overtake —Which?

DO YOUR letters merely follow up the inquiry or do they out-distance competition and overtake the prospect? So much depends on the paper on which they are written. The cheap sheet seldom reaches the high-price man. If a letter is worth writing at all it is worthy of being written on

Worthmore Bond

The Business Dress of a Gentleman's Correspondence

This sheet insures a respectful audience for your message. It draws an answer instead of a blank. It is luxurious without being extravagant. *It has the crackle that characterizes fine bond paper.*

'Paragraphs' for September, our little monthly magazine about paper, is printed on Worthmore Bond and bound in Buckeye Covers. It will interest you and possibly help you convert your **Follow-up** into **Overtake**. If you are not already on our mailing list send us your name and address today.

THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

Birmingham

Detroit

Atlanta

BAY STATE PAPER CO. DIVISION . . . Boston

SMITH-DIXON DIVISION Baltimore

New York Office—Fifth Ave. Bldg. Chicago Office—Peoples Gas Bldg.



The X-Ray and A.

Careful space buyers use the A. B. C. Reports the s
With this sworn audit before him, he sees th the

Exaggerated Claim a

He knows that a farm paper claiming 200,000 average
statement bulk, complimentary and sample copies the tur
sistently robbing the advertiser to pay for the lab postage
worthless circulation.

The Southern Ruralist sends A. B. C. Reports space
with the reports of other agricultural publications their te

The Southern Ruralist A. B. C. Report for the month
average circulation of 263,462, of which less than two th

"Samples and omp

The Southern Ruralist has no bulk circulation carries
no "trial" or short term subscribers—two thirds our read

The farmer pays real money for *The Southern Ruralist*

Turn the X-Ray on the A. B. C. Report the agri
space and compare what you find with our state

SOUTHERN RURALIST
ATLANTA

The South's Fast Far

More Than a Quarter of Million Net

Rate \$1.00 per Flat

NEW YORK:

A. H. BILLINGSLEA, 1 Madison Ave.

ST. LOUIS:

A. D. McKINNEY, National B



dA. B. C. Reports

Reports the surgeon uses his X-Ray.
 ces thugh the outer surface of

im and False Totals

00,000 average circulation, which shows on their A. B. C.
 copies the tune of nearly 50,000 copies an issue, is con-
 ne lab postage and stock which goes into this waste and

report space buyers on request and invites comparison
 tions their territory.

For the months ending June 30th, 1916, shows a total
 ss the two thousand copies comes under the heading of

nd complimentary"

ulation carries no subscriptions which are in arrears, has
 hirds our readers subscribe for three years.

uth the *ruralist* and receives real value in return.

port the agricultural medium in which you are buying
 tated.

RURALIST
 NTAL GEORGIA

the Fast Farm Paper

r of lion Net Paid Circulation
 \$1.00 Flat

ST. LOUIS:
 EY, National Bank Bldg.

CHICAGO:
 J. C. BILLINGSLEA, Advertising Bldg.

**ASK
SOME
OF THE
MEN WHO
KNOW**

KELLY TRUCKS

EACH Kelly Truck is our promise to pay in road service. There's some service that's given because it's the custom. There's some service that's given because it was promised. There's some service that tries to be good but lacks organization back of it. But the service that makes a man glad to own a truck is Kelly Service. This service is as complete, as exact, as willing and as perfectly coordinated as the process and plan that make Kelly Trucks.

It is available always and everywhere through our extensive system of factory branches, central service and supply stations.

It is designed to make your truck last to the limit of the endurance of steel, oak and iron, and to give you continuously satisfactory truck service as long as your Kelly Truck lasts.

The Complete Line—1½, 2, 3, 4 and 6 Tons.

"Like Kelly Does"—FREE

We want to pay your share on the best lot of the available material put into the world to make trucks (compare them all Kelly). Full of world experience for all truck owners—where the to-be group.

The Kelly-Springfield Motor Truck Co.
1305 Burr Street Springfield, Ohio



What Kind of a Market The Clay Products Industry Offers

Advertisers who discriminate—those who investigate thoroughly before going into a field—that's the kind you will find in Brick and Clay Record. Here's some you know well:

AMERICAN BLOWER COMPANY
DU PONT POWDER COMPANY
GENERAL ELECTRIC COMPANY
LINK-BELT COMPANY
MORSE CHAIN COMPANY
WESTINGHOUSE ELEC. & MFG. CO.

And there are many others of similar character and of the same exacting demands, who know what this big, expanding market offers. Also, among our most enthusiastic advertisers are some who told us on first approach that their product could not be sold in this industry. Perhaps you feel that way about your product—maybe you are right—possibly wrong. Anyway you can easily find out by asking us.

Let our Service Department analyze this market so you won't have to guess. Just send us your literature—then you'll get the facts.

BRICK *and* CLAY RECORD

445 Plymouth Court

CHICAGO

A Kenfield-Leach Publication—One of America's Livest Business Papers

Advertising a Slow-moving Staple

Concentration of Selling Efforts for Specific Results

IT would be hard to find an article which is any more of a staple than common table-salt. Everybody uses it every day, and nobody pays much attention to it. And in addition to being a mere staple, salt is an unusually slow-moving staple. It is an almost perfect example of the kind of goods which "can't be advertised" (*sic*) because they are so deadlly commonplace that nobody is interested in them.

And what can you say about salt, anyway? Sugar is sweet and vinegar is sour—but salt is just "salty," unless you are pedantic enough to say that it is "saline," and that appeal would hardly make a hit with Mrs. Mulcahy or Mrs. Schmidt. There is only one time when the housewife is likely to get excited about salt, and that is when a spell of damp weather gums up the shaker and father attempts to "start" it by pounding the dining-room mahogany. That may seem like a pretty slight foundation upon which to base a campaign of national advertising, but it is plenty broad enough. The success of such concerns as the Morton Salt Company and the Diamond Crystal Salt Company shows that even a slow-moving staple can be advertised, in spite of ancient opinions to the contrary.

The Morton Salt Company's slogan, "When It Rains—It Pours," indicates well enough the basic appeal to the consumer. For the rest concentration is the word that sums up pretty

well the backbone of the company's selling policy. Since many advertising plans fail because of a scatteration of effort, it is interesting to note what can be done when all the forces in the campaign—men, methods, money, mediums—are concentrated on the accomplishment of some specific result. The definite purpose of the Morton consumer-advertising is to turn people from bag to package salt. The temptation to flirt with other diverting ideas is resolutely resisted. All the energy of the organization is put behind the carrying out of the main purpose of the campaign.

Now let us see how this policy of concentration works. Note particularly how the dealer's con-



A Sign of Good Housekeeping

A DINNER given by a good housekeeper goes smoothly in every detail. A necessity to the good housekeeper is

MORTON'S SALT

When It Rains—IT POURS

At a dinner a single mishap is noticeable and spoils the impression. When the salt, for example, sticks in the shaker the hostess and the guest are both embarrassed.

No weather is too damp for Morton's Salt. Even when it rains it pours.

It is not a powdered salt but a cube crystal that never cakes nor hardens. The aluminum spout in the package makes it convenient for use in cooking as well as filling the shakers.

If not at your grocer's, write us, giving his name.

Morton Salt Company

Railway Exchange Building

Chicago, Illinois



SHOWING THE NATURE OF THE APPEAL

fidence in the value of salt advertising is won. The efforts of the Morton Salt Company in getting new accounts are focused not only in one general territory at a time, but also in selling one single product—package table-salt. The trade-marked salt is used as an entering wedge to a market or to a store. The bulk-salt business usually follows as a matter of course. In working a territory the sales and advertising departments co-operate very closely. The calls of the salesmen, both the local and national advertising and the direct-mail campaign are timed so as to hit the merchant with one blow.

The company concentrates its advertising in a few mediums. For instance, in the selection of billboards a few extraordinarily good locations are preferred to many boards indifferently placed. The salesmen know all about the advertising, what is in use and what is planned. Each man knows the local circulation, in his territory, of the magazines carrying the Morton copy. Thus the salesmen are loaded for the retailer who says that national advertising does not reach his town. He quotes exact circulation figures.

And even though the circulation is often relatively small, the salt salesmen find that this definite quotation gets the merchant's confidence and is the best possible answer they can give to his objection.

Nearly always the dealer is surprised to learn that even thirty or forty of the women in his town are subscribers to one of the magazines which carry Morton's salt advertising. A definite circulation statement of one publication is found sufficient for this purpose. Needless to say, the magazine with the best showing in any particular community is chosen as the example. C. W. Burlingame, who directs the advertising, concentrates in a very few magazines chiefly because he cannot get more magazines with the kind of circulation statistics he wants; that is, circulation by towns and zones.

Another phase of concentrated effort is the Morton plan of publishing "serial" advertisements which have a strong central thread of connection running through them. This idea was first tried two years ago and was described in *PRINTERS' INK* at that time. The results were so good that the "serial" idea has been permanently adopted as a feature of this concern's national advertising. Briefly, this plan aims to sustain the reader's interest in a series of advertisements about the same as a serial fiction story is designed to carry the reader's interest from number to number. The connection between the various pieces of copy during the present year, for example, is indicated by the headlines, "A Sign of Good Store-keeping," "A Sign of Good Housekeeping," and so on; the concentrated purpose of the series being to cause housekeepers to associate Morton's salt in their mental picture of what constitutes good housekeeping.

EFFECT OF SERIAL COPY ON TRADE

The value of "serial" copy like this is not confined, however, to its good effects on the consumer. Morton salesmen find that the trade respect this plan of a complete series of advertisements much more than they respect a greater mass of unrelated copy. The Morton plan suggests to them a solid half year or year of steady, consistent advertising. This result is due somewhat to the fact that nearly all dealers strenuously guard themselves against being sold on the "strength" of a flash-in-the-pan advertising campaign. Mr. Burlingame mentioned one case where a food-product salesman was literally kicked out of a store because he persisted, after telling a merchant several times that one advertisement of his goods cost his house \$5,000, that this "flash" was going to create a big demand for his goods—a staple article—and that therefore the merchant *must* carry them.

Just the reverse of this method is used by the Morton salesmen in

Food Advertising in PURE Company

Food advertisers like to have their copy in clean company. In Nebraska they prefer the WORLD-HERALD, *all clean*. The record of food advertising for the last eight months:

LINES

World-Herald, 236,432

Second Paper - - - - 152,334

Third Paper - - - - 148,540

OMAHA WORLD-HERALD

Most News — Most Ads — ALL CLEAN

NEBRASKA CLEAN ADVERTISING RECORD

Paid, *clean* advertising carried by Nebraska's three leading dailies for the first eight months of 1916:

World-Herald - 4,821,012 Lines

*Second Paper - - - 3,674,762 "

†Third Paper - - - 3,360,476 "

*Excludes 234,584 lines medical †Excludes 354,984 lines medical

The Only Omaha Daily Which Rejects All Medicine Copy

Money Talks

AND THE MONEY OF

Evening Mail Readers

"RUNG UP" ON THE CASH REGISTERS OF

Evening Mail Advertisers

HAS SPOKEN. AND THIS IS WHAT THAT MONEY HAS SAID

THE EVENING MAIL has gained a greater volume of advertising in August than any other New York evening newspaper.

THE EVENING MAIL has maintained this lead over all the other evening papers in June and July.

When THE EVENING MAIL can do this THREE MONTHS in succession it means that Evening Mail readers are "making good" for The Evening Mail.

THE EVENING MAIL in four months has gained 352,174 lines of advertising. This is a record which is causing New York newspaperdom to marvel.

In four months The Evening Mail has gained 188,436 lines in dry goods advertising.

The remainder of the gain is distributed among 25 different classifications of advertising, which shows that not only has recognition been freely given by advertisers to the purchasing power behind The Evening Mail's substantial circulation, but that Evening Mail readers are filling ALL THEIR WANTS through the columns of THE EVENING MAIL.

Here Are The Facts

THE RECORDS OF THE PAST THREE MONTHS:

AUGUST			JULY			JUNE		
COLUMNS			COLUMNS			COLUMNS		
MAIL gained	434		MAIL gained	215		MAIL gained	330	
2nd paper	"	385	2nd paper	"	210	2nd paper	"	306
3rd	"	313	3rd	"	114	3rd	"	274
4th	"	265	4th	"	80	4th	"	165
5th	"	139	5th	lost	8	5th	"	144
6th	"	129	6th	"	108	6th	"	85
7th	"	86	7th	"	200	7th	"	83

tying up their personal-selling appeal with the advertising. The last thing they would do is to urge the dealer to buy because advertising is creating a big demand for Morton salt, even though that might be the case. The dealer is never forced, even in the slightest degree.

After the Morton salesman has called attention to the qualities of the salt, the dealer sometimes objects: "I know it is pretty good stuff; but it is *too good* for my trade. I cannot sell high-priced merchandise. No use talking about it."

But the salesman comes back like this:

"Pardon me, I would not attempt to tell you about your own business, but if you put in one case of Morton salt I think you could sell it, and I haven't told you yet about our advertising. This booklet, called Morton Salt Messages, shows our advertising copy. Now, we don't just put these advertisements in the magazines and figure on people running into your store and calling for Morton's salt. There are a few of them who would do that, but most of the people would look at the 'ad' and think that Morton's salt must be good and they must try a package. Then they turn the page and look at another 'ad' or read a story, and do not remember to order—until they see the goods in your store or some other dealer's store. This is borne out by the facts time and again.

"Now, the magazines we use (here he mentions two or three

of them) certainly reach your customers. Here is the number of subscribers in your town. Mind you, however, I'm not urging you to order, but am telling you this so that you will know that as soon as your customers see the goods in your store they will buy them. And to help your customers to be reminded of our advertising when they are in your store we send you each month

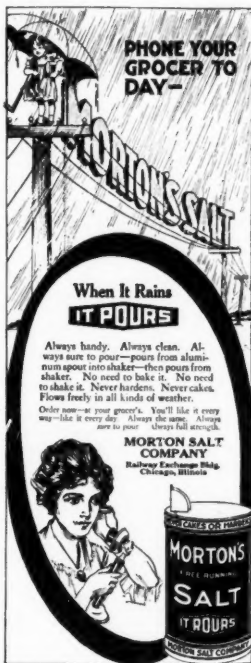
two card-hangers reproducing the current copy. (Here the salesman takes the card from his grip and shows it to the merchant. He does not hang it up, as some salesmen do. That would look too much like urging.)

"This is the May hanger," continues the salesman. "Notice the top line, 'Did you see this advertisement?' which is surely a polite but suggestive question. The bottom sentence, 'We sell Morton's salt—buy it now,' will make many a sale for you.

"In my territory there are many retailers who at first thought they could not sell Morton salt. Many of them have since become my biggest customers. Our advertising brought them the business."

From advertising the selling-talks revert once more to the quality of the product, the guarantee, prices and finally to putting the signature on the dotted line.

"You see," said Mr. Burlingame, "this method of impressing the dealer with the salability of Morton salt as a result of advertising is effective because it gives to the dealer himself the real credit for making the sale. It



SPECIMEN OF NEWSPAPER COPY

avoids any impression that advertising is being used as a sledgehammer. It does not make the dealer feel that his importance in the sale is being lessened, but rather increased, as a result of national advertising—and it tends to secure good store display for Morton salt and the use of dealer-helps.

"We find that our salesmen cannot be too careful to avoid the appearances of using national advertising to force the dealer in line. The dealer appreciates this attitude, and often it is the sole means of winning his hearty co-operation.

"And here's another point. Our own salesmen are more enthusiastic about our advertising because we do not *insist* that they 'sell' it to the retailer. I have found through personal selling experience that it does not pay to oversell advertising. The dealer is sensitive on this point, because this 'good thing' has been so often abused by salesmen who do not really understand advertising. Our plan of giving the retailer the credit for much of what our advertising accomplishes—and we do not give him a bit more credit than he deserves—gets the salesman's enthusiastic support because it is effective. This makes our representatives take a great deal of interest in our advertising. They enthuse about it for much the same reason that dealers take an interest in it—because we do not make claims for national advertising which in any way clash with their experience."

The Morton Salt Company does not believe in general publicity that cannot be hitched up immediately for the accomplishment of some specific result. All its advertising is undertaken with some definite object in view. Half of the appropriation is put into local advertising. Here, again, the principle of concentration is being carried out. So much money is invested in local promotion because territorial expansion of the business is more to be desired at present than an intensification of the general sales. This concern

began its advertising career with a local campaign in 1912 and has been at it ever since. Communities are picked out where the business needs bolstering, or where the wholesalers are not fully co-operating. The national advertising was started in 1914 and the amount of space has been gradually increased. The company believes, however, that since salt is such a slowly consumed staple, general advertising would not have been effective were it not for the concentrated help of all the other factors in the selling scheme, especially the energetic work done in mending local weak spots. The co-operation received from the dealers has been very helpful in making the advertising a success. This co-operation has been enlisted through the discretion of the company in not misrepresenting the value of advertising to the dealer.

SELLING "SKITS" AT CONVENTIONS

The policy that the Morton Salt Company uses in handling its salesmen is so interesting that this story would be very incomplete if it were not mentioned here. Said Mr. Burlingame:

"I spend a great deal of my time on the road with the boys and we have a family reunion now and then in Chicago. At these reunions we attempt to teach sales arguments through sketches by city salesmen and sales correspondents. We prepare the sketches thoroughly on paper and they memorize their parts. Rehearsals are held. Thus we are sure to teach exactly what we want to without risk of a boggle somewhere in the demonstration and without loss of time. Traveling salesmen as a rule would not like to prepare thoroughly for a demonstration, but Saturday mornings for several weeks prior to the convention the city salesmen and correspondents work the sketches out thoroughly and enter into the spirit of the plan, thus benefiting themselves and all the salesmen at the big meeting.

"Contrary to our ideas of several years ago when we started the sales convention plan, we find

One-Twentieth of the Population of These Prosperous United States is within the circulation radius of THE NEW ORLEANS ITEM. The City of New Orleans has practically twice the population of any other southern city.



THE NEW ORLEANS ITEM is a newspaper made for these 5,000,000 people. The popularity of the publication and the marked stamp of approval of the leaders in intelligence and buying power is manifest, not only in the ITEM's remarkable growth in circulation, but in the pronounced resultfulness shown by the contents of its advertising columns.

Its circulation grows, its advertising pulls.

THE NEW ORLEANS ITEM leads the field. Circulation, Daily, over 50,000; Sunday, over 70,000, and growing.

Every well-informed advertising agency knows—most of them

from happy experience—that advertising in THE NEW ORLEANS ITEM "moves the goods."

This is a territory tremendously rich in trade possibilities in the better lines.

The people are money makers and liberal spenders. Sugar—cotton—rice—sulphur—salt—lumber—commerce and many rapidly developing industries are bringing hundreds of millions of dollars into the field to be spent there.

If your goods are not on sale or if your distribution is weak and unsatisfactory THE NEW ORLEANS ITEM'S SERVICE BUREAU is in position to be of great assistance to you.

Member Audit Bureau of Circulations

JAMES M. THOMSON
Publisher

ARTHUR G. NEWMYER
Business Manager



THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York
Tribune Bldg., Chicago
Chemical Bldg., St. Louis

FARM NEWS

Springfield, Ohio

ANNOUNCES its application for membership in the Audit Bureau of Circulation.

BECAUSE we are convinced that it will give the advertiser the information he wants in the form he likes. And because we are convinced that the A.B.C. is a good and permanent institution.

CIRCULATION is an important thing—but the most important thing of all is the editor. Editorial force makes all the difference there really is in publications, as brains distinguish individuals.

We believe FARM NEWS from an editorial standpoint is as good as the best, under analysis. Big agricultural men have said so.

THE SIMMONS PUBLISHING COMPANY
SPRINGFIELD, OHIO

Also publishers of The Family Magazine (500,000 subscribers)

NEW YORK OFFICE
23 E. 26th St.
W. ROY BARNHILL, Mgr.

ST. LOUIS OFFICE
Third Nat. Bank Bldg.
A. D. McKINNEY, Mgr.

CHICAGO OFFICE
1259 People's Gas Bldg.
T. W. FARRELL, Mgr.

that it pays to plan the programme in cut and dried fashion, so that we can concentrate on one thing at a time and complete it thoroughly and quickly. The audience is less critical and more studious when it knows that the men who take part in a selling sketch or act are not demonstrating some 'superior' method which they themselves have worked out, but are simply illustrating *principles* of selling salt as worked out by the sales manager who gets his ideas from his men and from his own experience as a salesman.

"The rehearsals for these sketches begin several weeks before the convention, and the meetings go off much like the first-night performance of a play. The other method of having a star salesman get up and illustrate his particular method is not as good for us. He would not get the proper attention, as all the other men would think his territory very different from theirs and also jealous feelings would be created. That is why I do not believe in sales contests. It is impossible to be fair to every man. The men who are not prize winners are bound to feel that the prize winners enjoyed advantages. Above everything else we want our boys to be *our* boys with as much confidence in our impartiality as brothers and sisters usually have in the impartiality of their fathers and mothers. Without confidence in the impartiality of the management, it is impossible to promote true friendliness between all the salesmen.

CAREFULLY PREPARED CONVENTION PROGRAMME

"May I repeat that the *preparation* behind a sales convention is the secret of its success. It pays to have everything written out several weeks before the meeting. Our secretary, Sterling Morton, and I started our convention work about two months prior to our last big meeting which had an attendance of eighty-five. This is all in line with the motto of our sales organization, 'Plan Your Work, Then Work Your Plan.' Even when sales talks are read

from papers, this is better than extemporaneous demonstrations which are seldom complete and usually miss much that would serve to drive home the big principle—such as our method of using our national advertising as a selling point. Furthermore, in these meetings we do not permit any salesman to get up and say something whenever the spirit moves him. But we make it plain that we want each man to make a note of his questions, for which a question-box is provided. These questions are carefully culled and then taken up at stated times.

"Such a method might seem undemocratic; but we found in years when this system was not enforced that in every convention a salesman was now and then inclined to break in and tell how he sold someone who had never before been sold. Usually his anecdote would be an exceptional case and his ideas therefore were likely to do as much harm as good. Furthermore, most of the salesmen are interested in the principle involved in the demonstration and they are really put out when other salesmen interrupt with questions or with illustrations. Our experience tells us that strict supervision of and even more strict adherence to a set programme is appreciated by the men; and it promotes the family spirit because it prevents a salesman from making himself conspicuous either foolishly or otherwise. Furthermore, the method is most valuable as a means of getting concentration on one thing at a time."

Chas. T. Henderson With Chicago "Journal"

Charles T. Henderson has succeeded Lester L. Jones as business manager of the Chicago *Journal*. He was associated for a number of years with the *Peoria Herald* and later with the *Peoria Journal*. After eleven years' experience in the advertising agency field in the office of the Charles H. Fuller Company, of which he was vice-president, he became publisher of the *Chicago American*. Since his retirement from that position he has been associated with the Dunlap-Ward Advertising Agency of Chicago.

Mr. Jones has retired from the newspaper business to engage in banking.

A Suggested Remedy for Abuse of Time Guarantees

Watch-case Manufacturer Believes That a Service Charge Will Gradually Clear Up the Situation

By Roy W. Johnson

AFTER all is said and done, the best guarantee of quality is the recognized trade-mark of a reputable producer.

Take the watch-case industry, for example. When the gold-filled case was first introduced, some forty years ago, the time guarantee was adopted as the most convenient means of inspiring public confidence in the product. Instead of advertising the merits of gold-filled cases to the public, and establishing trade-marks which would come to be known as representative of good quality, the case manufacturers stamped their product with a guarantee for a specific period of years and promised to make replacements without charge if the goods failed to give service throughout the entire period. True, many manufacturers stamped a brand on the case alongside of the guarantee, but these brands were not widely advertised and never were recognized by the general public as standing for quality. The time guarantee was the thing. A "twenty-year case" or a "ten-year case" was purchased, largely on the recommendation of the local jeweler, and it is highly probable that the majority of purchasers never noted the manufacturer's name or brand at all.

TIME GUARANTEE IN JEWELRY FIELD

The abuse of the guarantee on watch-cases has become so serious that the reputable manufacturers have long been casting about for some effective remedy. Manufacturers in other lines may find the following statement of a manufacturer in *The Jewelers' Circular* suggestive. The letter, in part, follows:

"The guarantee question has narrowed down to discontinuing

guarantees by agreement or by legislation, or the continuance of time guarantees with a service charge.

"In summing up the arguments advanced, it would appear from the manufacturers' standpoint that if gold-filled cases were a new product to be put on the market they should be introduced to the trade *without guarantees for time*, but with some other marking to designate the quality of the merchandise. But gold-filled watch-cases are not a new product. They have been on the market for approximately forty years, and the original manufacturers of this product adopted markings for quality that are piling up stupendous liabilities for the present and future interests. The discontinuance of time guarantees will not relieve the case manufacturers from these liabilities. The only relief afforded is that of making several exchanges to fulfill the time of the guarantee.

"It is the writer's belief that most of the reputable makers of watch-cases will to-day fulfill their time guarantee in the hands of the consumer who subjects this merchandise to the proper usage, and the application of a service charge would only operate against the consumer who subjects the article to improper wear, or the unscrupulous dealer who stoops to sharp practice in effecting the exchange of the merchandise. If a service charge is to be applied by the watch-case manufacturers, there has been no argument advanced against it being a fair and equitable measure. The only argument advanced has been that it would perpetuate time guarantees. Under the present system of conducting the case business, time guarantees are already perpetuated to a great extent, and the con-

LOS ANGELES AND ITS MARKET PLACE

Los Angeles' estimated population, January 1st, 1916, was 550,000. The gain in 10 years was 214 per cent.

Its citizens have more business energy, more civic pride, more joy in living, and more money to spend than can be found in many spots on this globe. These few statistics illustrate: Bank Clearances in 1915—\$1,049,090,667. Bank Deposits aggregating \$174,022,236. Manufacturing Plants—2100. Best electric car system in the world employing 8300 men. Telephone stations numbering 131,145, being a telephone to every four inhabitants. Public Parks numbering 25 and covering 4100 acres. Nineteen legitimate theatres and 115 motion picture houses. An automobile to every 17 people.

Los Angeles is a wonderful market for the National Advertiser, and the



IS ITS GREAT MARKET PLACE

THE EXAMINER has grown more rapidly than its wonderful city. It has outstripped its contemporaries in circulation, and overhauls them in advertising. In August the Examiner's Classified Advertising *gained* 11,438 lines, while its oldest contemporary *lost* 30,520 lines, and the third morning paper *lost* 14,252 lines; another of the many indications of the popularity of Los Angeles' Great Home Newspaper.

M. D. HUNTON
Eastern Representative
Circle Building, New York

W. H. WILSON
Western Representative
Hearst Building, Chicago

Industrial Advertising

attains its utmost efficiency in TEXTILE WORLD JOURNAL, which is producing bigger returns every week for its 600 odd advertisers than ever in its history. Its readers form a group which represents the country's second largest industrial purchasing power.

To see the highly technical nature of TEXTILE WORLD JOURNAL will do much to convince you that these men are reached only through their own specialized medium.

Let us show you why it pays to include TEXTILE WORLD JOURNAL on your advertising schedule if your product can be sold to textile mills.

TEXTILE WORLD JOURNAL

Member Audit Bureau of Circulations

461 Eighth Ave., New York

Boston

Philadelphia

Chicago

Greenville

ditions would in no wise be altered, except that to-day the manufacturer and the honest dealer does the exchanging of this merchandise, not only without profit, but at an enormous loss.

"Again it is argued that time guarantees are being sold to-day instead of the quality of the merchandise. Is this a true argument? Is it not a fact that in the legitimate trade the service rendered by the case, irrespective of its guarantee for time, is, in the end, the chief factor governing the sale of the product? It is also argued that the establishment of a service charge would be profitable to that case manufacturer putting out an inferior product. How long would a retail jeweler handle such a product, if he had to make frequent exchanges of the merchandise, even though he were compensated for making the exchange? Is it not a fact that in the end only the reliable products would continue in the market?

"Would it not be better for the case manufacturer, considering the long establishment of time guarantees with both the dealer and the public, and also in consideration of the vast past liabilities, to continue time guarantees with the adoption of a service charge in connection therewith? And possibly also still further strengthen the guarantee as a quality marking to adopt by agreement a certain fixed quality for the products carrying certain guarantees for time? Would not this do away entirely with fake and inferior merchandise, and put filled cases on the same plane as solid gold cases, entirely removing all question from the minds of both the retailer and consumer of any questionable element in connection with the product? Would it not also protect the manufacturer of the legitimate case with a time guarantee against the manufacturer of inferior merchandise, with a like guarantee for time?

"Time guarantees can only be effectually eliminated by legislation, and considering the legislation of national import, what

chance is there of securing legislative relief for some time to come, if ever? If guarantees with a service charge were objectionable, why have the automobile-tire manufacturers seen fit to give such a guarantee in an industry much newer and vastly larger than the watch-case business? Even with tire adjustment, it has been proven that the consumer will not continue to use a make of tire that does not render first-class service. How long would a tire manufacturer of an inferior product last in the business?

"Manufacturers in the end all compete practically on the same basis, whether it be with or without time guarantees. So considering the long establishment of the time guarantee, and the necessity for relief from past liabilities, which the service charge alone will take care of, would this not be the best course for the case manufacturers to take?"

LACK OF DISTINGUISHING MARK HAMPERS HONEST MANUFACTURERS

Undoubtedly the time guarantee represented the quickest method of gaining acceptance for the new product, but it afforded no protection whatever against the assaults of fraudulent competition which began to spring up as soon as the product gained a fairly solid foothold. Unscrupulous manufacturers began to stamp "twenty years" on cases containing less gold than a genuine "five-year" case—sometimes on cases which were merely "washed" and contained no appreciable quantity of gold at all. Anybody who liked could stamp a time guarantee on a brass case, and the consumer in nine cases out of ten would not know the difference. The market came to be flooded with inferior cases, all of them marked with the same signs of quality which denoted the reputable product. Furthermore, dishonest dealers began to drive a profitable trade (to themselves) in fake replacements. All of which was serious from the standpoint of the honest manufacturers. It not only interfered with their volume of business, but tended to

Buy Advertising Space on Its Merit

Select your advertising media as you do your salesmen. Your printed sales talks should reach prospective buyers. In the engineering field, the direct route to these men is via the advertising section of

PRACTICAL ENGINEER

Semi-Monthly

Your message will reach 22,500 men of this quality.

Superintendents, purchasing agents, master-mechanics, chief engineers have learned to respect PRACTICAL ENGINEER and everything that goes into it. Consequently your message will receive a corresponding respect and attention.

Write for rates, sample copy and circulation map by states and industries.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn Street
CHICAGO, ILL.

destroy the reputation of their product.

So serious is the situation that attempts have been made to abolish the time guarantee entirely, by agreement and by legislation. Congress has been asked to pass bills making it unlawful to stamp a time guarantee on a case which does not contain a certain, specified minimum amount of gold. The latest proposal, as noted in PRINTERS' INK recently, is an agreement among the reputable manufacturers that the time guarantee will be continued with a service charge—in other words, a system of adjustments similar to that which is successfully used by the manufacturers of automobile tires.

But none of the proposed remedies appear to get to the heart of the difficulty—which is the lack of any mark of quality, so far as the consumer is concerned, *except* the time guarantee which is common property. There is no trade-mark known to the public which denotes quality *irrespective* of guarantees. In other words, the guarantee is no substitute for a trade-mark: a fact which might be remembered with profit by the manufacturer who is starting to establish himself in new lines.

Ford Buys \$34,000,000 Worth of Tires

The business of the Ford Motor Company is so enormous that it continues to attract attention to itself because of the huge quantities in which it deals. Within a week it was announced that the company employs in all plants just 130 persons less than 50,000.

The other day a contract was signed for \$34,000,000 worth of tires, representing only one-half of the concern's requirements for the next three years.

The reduction of \$80 in the price of the Ford car would mean a loss of revenue of \$40,000,000 on the basis of last year's production. "We may not make an amount equivalent to this year's profits in the next twelve months," says Vice-President Klingensmith, "but we will certainly make a substantial amount. Our profits are going back into the car. We are refining our methods of production. The cut in prices assures us of new territory. Every time the cost of an automobile is lowered, it is placed in reach of a certain class which was never before able to enjoy the advantages of a car."



*H. R. Reed
Advertising Director
The Housewife.*

STREET & FINNEY as seen by leaders in advertising

YOUR copy is not only convincing but is also invariably distinctive, thereby pleasingly emphasizing the commercial prestige of the articles you so ably advertise."

A handwritten signature in dark ink, which appears to read "H. R. Reed". The signature is written in a cursive, flowing style.

No. 14 of Series.

Setting the Advertising Stage Before the Curtain Rises

The All-important Rehearsals, with Retailers, Jobbers, Salesmen, etc., Making Up the Cast

By Ralph E. Conder

SOME few years ago it was my privilege to be in position to follow the construction of a theatrical production almost from the time the score and the libretto were written until the memorable "first night." It was a big production and the immense amount of work entailed in the preparation of the show, the painting of scenery, selection of cast, costumes, properties, etc., to say nothing of the constant rehearsals and chorus drillings, made an impression on my mind which has never been forgotten.

How few of us, as we sit comfortably in our seats "out front" waiting for the curtain to rise, realize the work which has been necessary before the play is ready for us. We lose sight of the infinite care and painstaking effort which a small army of persons have expended to amuse us for two hours in return for our two dollars.

Does it occur to you that there is a strange similarity between all this and a national advertising campaign? Too many of us fail to see the connection, and continue to make the mistake of assuming that a campaign consists solely of filling white space in a list of magazines and newspapers and calmly awaiting results.

By far the most important part of the advertiser's work, I believe, should be done before the advertisements themselves appear in the public prints, and each year I see more clearly the futility of leaving an appropriation to its own resources in the periodicals. I find myself continually growing less patient with the advertiser who runs his campaign this way and then when results fail to appear, deems advertising worthless or at least not suited for the particular sales problem to which it has been

applied. The answer lies in the ever-recurring question, what is advertising? When its nature is more generally understood and when it is more fully realized that the concrete term "advertising" can never be successfully considered apart from "merchandising," there will be more successes and fewer failures. Publishing advertisements is only one side of the problem, only one part of the play, yet it is often left to carry on the whole performance.

ADVANCE NEWS MUST BE ACCURATE

Let me say at the start, however, that this article is not intended in any sense whatever to uphold the so-called "imitation" campaign. "Bunking" the jobber and dealer into believing that a few great splashes of advertising will revolutionize an industry in their favor is a long way removed from merchandising in its real sense. It is a far different thing from offering an honest campaign and convincing the distributors that it is best for them and the manufacturers to work together. The advertiser who sells his middlemen on the basis of a campaign which never appears, or who by the more subtle method uses one or two big spreads simply for dealer effect, knowing all the while that a consistent consumer demand will never be created, is building his business on the "sand" instead of the "rock" and will sooner or later see his "house" swept to destruction.

It is one thing to get goods in the jobbers' warehouses and on the dealers' shelves, but quite another to build up a demand from a convincingly sold public. And the latter is far more important if the much-needed co-operation of the merchant is to be retained.

It is not my purpose to advo-



✦ ✦ ✦ *In 1890 one little room:— in 1916 the entire
Sixteenth Floor of the Printing Crafts Building with 24000 square feet
—Just Across from the Pennsylvania Station—New York City*



FATIMA
A Sensible Cigarette



COLUMBIA
WINDOW SHADES

ASBESTOS



When you think of Asbestos you think of
JOHNS-MANVILLE



COCA-COLA



For Graduation
with your class
wear the jacket
South Bend
Machines




*How
Wages
are
Set*

**Why dealer your rights
—they do nothing**



Chesterfield
CIGARETTES
They're the
Best



EDISON MAZDA LAMPS

CHRISTMAS TIME



KODAK

The Christmas Memory

The Kodak Gift that
brings the memory for
years to come
is the Kodak.

KODAK

ESTIMAN KODAK CO.

FRANK SEAMAN INCORPORATED, has moved into larger quarters for the **THIRD** time in six years. Our new home occupies the entire Sixteenth Floor of the **PRINTING CRAFTS BUILDING**, 33d to 34th Streets, on 8th Avenue, and gives us the most complete agency equipment in the world.

This removal itself is by no means unusual, but what **IS** unusual is that this extension is forced, not by **NEW** accounts, but by the largely increased volume of advertising of firms we have had the pleasure of serving for many years.

It has been our service method, not our solicitation, that has made it necessary for us to move. And in this day of oft-changing agency relations, the experience of advertisers whose steady growth in sales has made our own growth imperative may be of much interest to firms who seek sound and successful, though not spectacular, selling assistance.

Being located in the same building with high grade printers, type-setters, lithographers, photo-engravers, photographers, binderies and electrotypers also gives us exceptional facilities for serving our clients even more promptly and satisfactorily than ever.

FRANK SEAMAN INCORPORATED
MERCHANDISING *and* ADVERTISING SERVICE
JUST ACROSS FROM THE PENNSYLVANIA STATION

WE DO NOT CONCERN OURSELVES WITH THE
"BIG AGENCY" VS. THE "PERSONAL SERVICE
AGENCY" DISPUTE FOR THE SIMPLE
REASON THAT, EVEN THOUGH WE RANK
IN VOLUME WITH THE LARGEST, WE
SERVE SO FEW ADVERTISERS THAT EVERY
ONE RECEIVES PERSONAL SERVICE.

FRANK SEAMAN INCORPORATED

PRINTING CRAFTS BUILDING

33D TO 34TH STS. ON EIGHTH AVE.

JUST ACROSS FROM THE PENNSYLVANIA STATION

NEW YORK CITY

DETROIT OFFICE—KRESGE BUILDING



cate the concentration of advertising entirely upon either the merchant or consumer in this problem of the nationally advertised trade-mark vs. the jobbers' private brand. It is a vital one to-day, but it can be successfully solved if advertisers will work properly with their distributors by making them understand the trustworthy character of their proposition and the importance of the part they have to play.

To illustrate: a well-known Eastern manufacturer had, by capable management and with quality products, built up a large and profitable business and enjoyed the distinction of being a leader in his line. Although the general volume was satisfactory, a great deal of difficulty had begun to manifest itself because ninety per cent of the total output of this plant bore the names and trade-marks of distributors instead of being branded by the maker; in other words, for nine-tenths of its annual effort no permanent good will was being built up as an asset to the business.

In the five years preceding 1914 the sales of this plant doubled themselves, yet the business under its own trade-mark showed an increase of only twenty-five per cent, so that three-fourths of the growth due to efficient buying, manufacturing and selling methods resulted in building up for someone else the good will of the consuming public.

As this fact became realized, various possible remedies were suggested until finally it was decided to take up national advertising in an endeavor to bring about a condition where a larger percentage of the year's business might be directly controlled.

For many years the policy of this house had been to refrain from calling upon the retail trade, the efforts of its salesmen being confined to jobbers exclusively. As much national advertising as the appropriation would permit was selected and through the salesmen and a limited amount of direct-by-mail work, the new idea was announced. The brand which was decided upon as the logical one to advertise had been on the market

Instruction vs. Amusement

Most magazines are read for amusement.

A few are read for instruction.

It will not be disputed that the instructive magazines have a greater hold on their readers than the purely amusement periodicals. Hence their greater value to the advertiser.

PHYSICAL CULTURE

teaches health, the most vital and all important subject before the public. People read **PHYSICAL CULTURE** with a serious purpose in view—the improvement of their health. Reader confidence is the inevitable result. Reader confidence means advertising profits.

New York Office: Flatiron Building
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations



You Can Use Those Movie Films

And if you haven't a film we'll have one made for you. Here is a machine that automatically projects motion pictures.

And it works in daylight in show windows!

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

W. H. STAVENHAGEN CO., Inc.
331 FOURTH AVE., NEW YORK
Telephone, 6420 Madison Square

Books That Point to Success

OBVIOUS ADAMS

By ROBERT R. UPDEGRAFF

tells a fact-story of business success. "Obvious" Adams was an ordinary youth when he started. How he earned a big yearly salary, simply by doing the obvious thing intelligently, will give many a man—young or old—a new view of his business.

16mo, 50 cents net.

RETAIL SELLING

By JAMES W. FISK

now sales manager of retail service and business systems department of the Associated Advertising Clubs of the World.

Contains the results of large and active business experience. He writes to the point, without waste of words, presenting succinctly ideas and methods which will be immediately useful to every man in retail business.

Post 8vo, \$1.00 net.

ACRES OF DIAMONDS

By Dr. RUSSELL H. CONWELL

The book contains far more than the well-known lecture of the same title—which has helped thousands to succeed. Here is a sketch of Dr. Conwell's remarkable and inspiring career written by Robert Shackleton.

\$1.00 net.

HARPER & BROTHERS

Established 1817

for eight years, and had been increasing in sales at an average rate of about eight per cent yearly. A limited distribution had been obtained, although no particular attention had been paid to securing the national market, so that work was immediately started to show all possible increase in distribution before the advertisements actually appeared.

The campaign started in October, and as the advertising, being on a seasonable product, was not scheduled to commence until April, six months were available for improving distribution.

Much opposition was expected from the jobbers who for many years had sold their own brands and from whom much co-operation was naturally to be expected if a wide distribution was to be secured, but little of the anticipated trouble materialized. A surprising number who had never sold anything but private brands bought a few of the advertised goods, many customers who had handled the brand previous to the campaign expressed their appreciation of the decision to popularize that particular trade-mark, and eventually several distributors who for various reasons had been lost to the house were again on the books as a result of the advertised brand.

GOOD SALES IN ADVANCE OF ADVERTISING

On March 24, the day before the first of the April advertisements were published, the sales distribution chart showed an increase of eighty per cent over the corresponding period of the preceding season.

Here is a concrete instance of well-directed effort prior to the "rising of the curtain." In book- ing this satisfactory and unusual increase no attempt was made to force any jobber to place an order nor was any argument used which tended to threaten a distributor with dire results if he did not take hold of the advertised brand; rather were all the distributors cultivated, the keynote of the preliminary campaign being that all inquiries from dealers would be

Will You Let 5,000 Jobbers' Traveling Salesmen Help You?

You manufacturers in the hardware field realize the importance of winning the co-operation of jobbers' salesmen.

Ninety per cent of hardware is sold through jobbers. This is reason enough for the Jobbers' Number of Hardware Age, which will be issued on October 26th.

There are more than 2,000 hardware jobbers' salesmen subscribing to Hardware Age. We have the names and addresses of 3,000 others supplied by their employers. Each one will receive a copy of the Jobbers' Number. These men are selling your goods on the road every working day in the year. The better they know your goods the more they will sell.

Forms for this issue close October 16th

For the past eight months, with one exception, Hardware Age has printed more advertising than the combined total of several other hardware publications, as shown by the following figures:

	Combined total four other hardware journals	Hardware Age	
In January, 1916.....	338 pages	329 pages	9 pages less
February	272 "	490 "	218 " increase
March	288 "	481 "	175 " "
April	260 "	416 "	156 " "
May	242 "	344 "	102 " "
June .. (5 publications) ..	265 "	461 "	196 " "
July .. (5 publications) ..	254 "	292 "	38 " "
August (5 publications) *	319 "	365 "	46 " "

Of automobile accessory advertising during 1915, Hardware Age printed a total of 450 pages, and from January to June, inclusive, 1916, a total of 442 pages. This is more accessory advertising than has appeared in all the other hardware papers combined for the same 18 months.

* 2 papers had special issues this month.

A merchandising paper with a mighty punch.

HARDWARE AGE 239 West Thirty-ninth Street
NEW YORK CITY

referred to them, and that they would thus share in the results. When the advertising started and inquiries began to come in from dealers and in some instances large mail orders direct from consumers, all such inquiries were referred to the nearest jobber, and all orders totaling \$1.00 or more were filled through them so that it could not be said that the manufacturer was attempting to carry on a mail-order business, thus depriving the jobber and dealer in turn of the increased demand. The promises being kept, the jobbers could not help but be convinced of the earnestness back of the advertising idea.

At the end of the first year's work the sales of the advertised goods had increased 87.6 per cent, and the number of jobbers handling them had jumped from 241 to 672, or an increase of 178.6 per cent.

In the present discussion the advertiser's own part of the work is considered separately from the duties of the agent. There are many things the agent cannot do; things that relate to the advertising manager and his own organization, and it is just as important that this side of the campaign should be carried out in all its detail as that the advertising agent should be held strictly to account for those duties which naturally come within his scope.

PRELIMINARY ENTHUSIASM BUILDING

No one but the advertiser can instill into every part of his organization, both inside and outside, the same enthusiasm which prompted the desire for advertising. Someone must have had the vision, must have clearly realized the need and the remedy for the need, or advertising would never have been called upon as a possible solution of the problem. If, therefore, it is decided that advertising is to be tried as the remedy, it should be done wholeheartedly and courageously and certainly not as the proverbial small boy with his dose of castor oil. It may truly be medicine for certain of the ills in one's busi-

ness, but it should be taken understandingly instead of under protest or with passive acceptance. When the spirit of enthusiasm permeates throughout the entire selling force, and when pride in every little achievement obtains where a yearning for better conditions formerly prevailed, the advertiser's first problem will have been solved.

In the campaign referred to above, there was considerable opposition on the part of a few salesmen who felt that the house was too firmly entrenched in the old methods to warrant a successful change. The old ghost, "we are different," threatened to manifest itself, and was the cause of much apprehension as to the ultimate success of the publicity idea. These salesmen, however, were gradually won over and changed from "knockers" to "boosters" as they saw customers whom they had been unable to sell coming back into the fold, and on a much firmer, sounder basis than ever before. In order to encourage confidence, it was made a practice to refer to the salesmen all favorable comments received from jobbers in all parts of the country, so that the men might have an opportunity to see how the advertising was taken in territories other than their own, and the citation of an enthusiastic distributor in one part of the country often furnished inspiration to a salesman in an entirely different section. Whenever one traveling man would report an argument successfully used to convince a doubting jobber, this was immediately transmitted to all other salesmen so that, as all the men were constantly being kept in touch with what each was accomplishing, the spirit of enthusiasm, which as we know is always contagious, found opportunity for rapid growth.

IN AN ADVERTISING CAMPAIGN, ADVERTISING COMES LAST

Whenever an advertiser appropriates several thousand dollars, spends it in space and copy and allows this effort to constitute the entire campaign, I am forced to compare such proceedings with



PROF. CHARLES WM. BURKETT
Editor *American Agriculturist*

UNQUESTIONABLY, providing crop reports is the greatest service that can be rendered farm people by an agricultural journal. A true, accurate forecast, based on acreage and condition, pretty nearly points the possible harvest and prices that will follow. Consider for a minute, where any farmer would be if he did not know how many acres of any given crop were planted in the country, or the possible yield of that crop. Every farmer would be at the mercy of every speculator in the land. Thus this service of *American Agriculturist* benefits every farmer, every other farm paper, every manufacturer reaching a farm constituency.

The crop service of *American Agriculturist* has been built up through long experience, at a large cost, until today it is as indispensable in this country as the railroad or the

postal service. In every section trained correspondents report to our central agency on blanks provided for this purpose. *American Agriculturist* reports on some crops that the National Government does not, and frequently inquirers are directed by officials of the National Department of Agriculture to *American Agriculturist* for information as to possible acreage or production. Our list of correspondents is not only large but trained in their work. These correspondents are supplemented by constant traveling in the field by Mr. B. W. Snow, our statistician. It is in this way this great practical service is prepared for the agricultural people of the United States.

I have stressed on our crop reports because this line is typical of every phase of *American Agriculturist's* editorial material. Our editors are in the field, in all sections, on the farms, or with the farmers at their regular meetings gathering the latest facts, newest methods and giving the best suggestions for the common good of all, and there are 125,000 substantial business farmers of New York and nearby states taking, reading and fully appreciating each week this agricultural journal.

Very sincerely yours,

Charles W. Burkett

American Agriculturist.

ORANGE JUDD COMPANY
315 Fourth Avenue, New York City

Food Products and the Farm Market

The farm produces all of the raw material.

The farm homes consume more of the finished product than is used in any other class of homes.

This is especially true in regard to flour, baking powder, cereals and similar foods.

The farm woman is the food buyer for the farm home. She can be reached most effectively and economically through

THE FARMER'S WIFE

the only magazine edited and published exclusively for farm women.

Our Merchandising Research Department has definite information in regard to the sale of your product to the farm market. This information may be of use in helping you to get your full share of the farm sales and we will be glad of an opportunity to furnish it to you.

THE FARMER'S WIFE
WEBB PUBLISHING CO., Publishers
ST. PAUL, MINN.

GEORGE W. HERBERT, Inc.,
Western Representatives,
600 Advertising Building,
Chicago, Illinois.

WALLACE C. RICHARDSON, Inc.,
Eastern Representatives,
381 Fourth Avenue,
New York City.

750,000 Circulation

Member Audit Bureau of Circulations

what might naturally be expected to happen if a theatrical manager were to purchase the rights in a play, and all that goes with staging and production and then ring up the curtain without rehearsal of any kind. Such procedure would of course be pronounced foolishness, but is it any more so than to buy space and place advertising before the public, who, it must be admitted, is in every case the audience, without rehearsing the different ones who have to do with all the plans the campaign calls for? There are certainly just as many parts to an advertising campaign as there are to a theatrical production. Suppose, for instance, that the advertiser is a manufacturer who distributes his product through jobbers and dealers to the ultimate consumer, and has salesmen calling upon the jobber and others upon the retailer. Hasn't each one of these distributing agents a contract of his own to carry out, his particular part in the play? Some may be more important than others it is true, but in the final analysis, the only excuse for their connection with the merchandising of the advertiser's goods is the fact that they must necessarily be responsible for some definite action, which should fit perfectly into the whole plan of campaign.

Will someone kindly answer how each of these parties can be expected to show the proper results for themselves as well as the advertiser if they have not been coached fully regarding their part in the play? If they are not familiar with the manufacturer's viewpoint, the market in the particular line, do not understand the possibilities, or have only a limited understanding of what the manufacturer is trying to accomplish, both for himself and them, there is little likelihood of their reflecting credit on either party or of winning the favor of the audience, —the consuming public.

It does not require any great stretch of imagination to predict what kind of increase would have been made in the campaign mentioned if the appropriation had been placed in the public prints

and left to its own resources. Everyone is familiar with the immense amount of money necessary to create an impression, if the publishing of advertisements constitutes the entire effort. How often do we hear it said that in applying advertising to any new product, no result should be expected for at least two or three years, other than the satisfaction of knowing that if the money was being properly invested in a meritorious article, it would later show results to justify the expenditure.

Of course, it is the goods which tell the story just as it is the lines in the play which make the production a success, but after all no one will deny that the personality of the actors has much to do with the reading of their lines, and in the same proportion, the best of merchandise may have only a limited success if improperly handled, and it is not impossible that goods of less merit might succeed to a greater extent with the proper co-operation and effort.

IMPORTANCE OF PRELIMINARY DISTRIBUTION

It is a hobby of mine that the most important business booked as a result of an advertising campaign is that which is already on the books before any advertisements appear. It is, of course, the consumer demand which really determines the success of any campaign, because goods sold on the strength of advertising which fails to move them had better remain in the maker's warehouse. On the other hand, no product can show the proper return traceable to consumer demand if such product has a weak distribution, and how can it have a strong healthy one if the idea of advertising has never been sold to the merchants who are to handle the goods?

No one would enjoy a play nor could it be a success if the actors were not interested in their work, did not understand just what they were striving for, did not have an ideal firmly held in mind. The storekeeper who does not care about your goods and stocks them only when he is forced to, is like

the actor who plays his part simply because he must have his salary "to keep the wolf from the door." The production which stays a year or two on Broadway is the one where every member of the company lives his part, is constantly striving to better his work and who gets as much real pleasure from the success of his efforts as does the owner in counting his box-office receipts. Incidentally the players are in position to share more and more fully in the profits which result from their work because if they are playing their part well and have "made a hit" with the public it is not a simple matter to replace them. In just the same proportion the jobber and dealer who play their parts well must necessarily share with the manufacturer the benefit of the successful advertising campaign reflected in their direction by increased sales and prestige with their trade.

CULTIVATE DEALERS IN ADVANCE

We shall have this kind of co-operation just as soon as we take our distributors into our confidence, explain that we sell service with our goods and let them rehearse their parts with us, instead of trying to force them to do something they do not see the need of, do not understand and against which they naturally find many arguments.

There is an old story about a man who experienced a great deal of trouble in his life, most of which never happened. How often we see this same condition existing in the minds of manufacturers. Objections may be found by the score to show why a particular problem is different or why success in a certain line could never be equaled in another. A healthy imagination is an asset, but when it works overtime in the wrong direction and churns up a host of shadows which limit our activities or entirely prevent them from being exercised in a productive channel, such an imagination is a decided liability.

Let us, then, take the opposite viewpoint; instead of trying to force the jobber let us help him, instead of trying to coerce him let us cultivate him. The adver-

tiser who tries to eliminate the jobber, believing that he is not the legitimate distributor of merchandise, and that he is but the middleman who takes a commission without rendering a valuable service, has much to learn about advertising and more to learn about merchandising. Both jobber and retailer are essential factors in the distribution of almost every product, and the advertiser who works with them in such a way as to merit their confidence and appreciation will find their opinions of jobbers and retailers in general very much changed.

When advertisers "put on" their advertising production this way they will be apt to find a greater success attending their efforts, more favorable comments from the critics and perhaps there may be more often a necessity for bringing out that old sign which gladdens the manager's heart, whether he be an advertiser or a showman, viz.: "Standing room only."

New Booklet Demanded

SPARKSVILLE, June 9, 1916.

GENTS: The gas engine you sent me stops when theres nothing the matter with it that's the trouble. it wouldnt bee so bad if it stopped for some reason and anybody knows theres reasons enough for it to stop.

I received the book which you sent me which is named What Makes the Gasoline Engine Go. I ain't read it yet because whats the use reading it when I dont care what makes the gasoline engine go as long as it goes which mine dont only accasionally. what I want to know is What Makes the Gasoline Engine Stop. If you got a book called that send me one. I want to know what makes my gasoline engine stop when everything is o k and nothing is the matter except that it must be a rotten engine. Hiram Diggs.—*The Traction Bulletin*.

Barre Manufacturers Don't Neglect Dealers

The Barre, Vt., Quarries and Manufacturers' Association, which is advertising granite as a material for memorials to the consumer, is taking pains to assure dealers that this advertising is to help the retailer as well as the quarryman. "Barre stands for co-operation with the retail dealer," says a recent trade-journal ad. "That policy has been our uppermost thought always, and it has been pursued more vigorously since our advertising campaign was started last March to help the retail monument dealer sell more Barre Granite."

Sales—Advertising

CO-ORDINATED

IN most marketing propositions, sales and advertising should go hand in hand.

If you employ our organization to make a study, plan and exhibit for your business, we will (unless it seems unwise to you) closely co-ordinate the sales and the advertising.

Let one of us explain—either at your office or at one of ours—how we work on marketing problems.

By appointment in our New York office, Mr. Hoyt will be glad to discuss your sales problems without obligation on your part.

*HOYT'S BAND WAGON, Vol. 2, No. 1,
contains extracts from some of our plans, and will
give you an idea of the scope of our work.
Free to executives.*

Hoyt's Service, Inc.

Charles W. Hoyt, President

Advertising and Sales Management

116-120 W. 32nd St., New York

*14 Kilby Street
Boston*

*Leader Building
Cleveland*

GERMAN READING PUBLIC IN CHICAGO OWNS

58% Of All
DRUG STORES

50% Of All the
REALESTATE
(Outside Loop)

42% Of All GRO-
CERY STORES

33% Of All DEPOS-
ITS in SAV-
INGS BANKS

30% Of All the
AUTOMOBILE
LICENSES

*GERMAN POPULATION:

ILLINOIS
Over 1,000,000

WISCONSIN
Over 700,000

MICHIGAN
Over 400,000

INDIANA
Over 300,000

OHIO
Over 700,000

IOWA
Over 300,000

NEBRASKA
Over 200,000

MISSOURI
Over 400,000

MINNESOTA
Over 400,000

*Germans are those
born in Germany or both
father or mother born
in Germany.

THE
CONNECTING LINK
IS THE

ILLINOIS STAATS- ZEITUNG

Established 1847
CHICAGO, ILL.

NOW EDITED BY
HORACE L. BRAND



**ADVERTISERS
SEEKING
BEST RESULTS
WITH THE
LEAST WASTE
WILL USE
NEWSPAPERS
WHOSE
CIRCULATION
SHOWS A
SMALL AMOUNT
OF
DUPLICATION**

**LEAST WASTE
CIRCULATION**

IS THAT OF

ILLINOIS STAATS- ZEITUNG

Because

 **65%** 



OF ITS

SUBSCRIBERS

DO NOT TAKE
ANY OTHER

NEWSPAPER

WHATEVER
(DAILY OR SUNDAY)
IN THEIR HOMES

 **85%** 

OF ITS

SUBSCRIBERS

DO NOT TAKE
ANY OTHER

**GERMAN
LANGUAGE
NEWSPAPER**

INTO THEIR HOMES

What Constitutes a "Live Dealer"?

Particularly, How Should Such a Dealer Be Coached in Using Your "Helps" for Window and Store Display?

By George S. Fowler

IN Newark one day I called on thirty-three stores. Newark is a live business city. Many of the druggists there (as one of them has told through PRINTERS' INK columns) know what good advertising is. So it was a surprise to this particular advertising manager when store after store which would ordinarily be known as a "live store" was found to have advertising cut-out upon cut-out, car cards, counter cabinets, display cards, dummy cartons, piled hit or miss in every conceivable place. *In such an instance the manufacturers who had contributed of their advertising wealth were the very ones to blame for a lessening of the interest on the part of these dealers in any one form of advertising.* Around the top shelves, cartons of Ex-lax, Johnson & Johnson's Absorbent Cotton, a Williams' Talc Powder cut-out leaning up against a Colgate Shaving Stick cut-out. Estimating on a fair knowledge of lithographed prices, there was at least \$17 worth of stuff, dirty and fly-specked—no credit to manufacturer or dealer—piled up all around the top shelf of one small drug-store.

Then downstairs! A cut-out of a certain chinaware maker with actual china on display—in a drug-store—the whole thing worth maybe \$2 or \$3 and taking up an enormous amount of valuable floor space for a small store. Around on every case counter-cabinets of the Auto-Strop, of the Gem, of vaseline and goodness knows what! It seemed to the careful advertising manager who was attempting to learn something for his own good as well as for his brothers in publicity that there is an easy solution to all of this.

Tell salesmen not to attempt to give away advertising matter, but

to attempt *not* to give it away. If we all put a higher value on each piece of advertising—if a counter card costing two cents is not sent out unless it is a safe bet that the man will use it until it is done for and then throw it away—then each one will help the dealer to know when he is a live dealer.

The really live dealer will insist on a Colgate display for instance; use it for a couple of weeks, pack it safely away for another use if he is properly encouraged by the salesman, and then go ahead and advertise Williams' perchance. The dealers cited above had been wrongly educated. In one window was an advertising display of Gre-Solvent, a hand paste, while just inside the store on the counter were stacks of cans of Git and Colgate's Mechanics' Soap Paste, two competitive hand-cleansers. In such a case the work of the store inside did not confirm the window's efforts, and while the window display was undoubtedly put in for a reason, the store display did not back up that reason.

HOW A "LIVE DEALER" WILL APPROPRIATE ADVERTISING MATERIAL

If the writer were a druggist (a drug-store now becomes a departmental store of small specialties) he would take his leading articles and divide the fifty-two weeks into fifty-two display campaigns. He would so gauge his work that a house with many products, such as Johnson & Johnson or Colgate & Co., would get, say, four or six weeks out of the year, while a house with but one thing to sell would get one or two weeks out of the year. A *live dealer* is not he who will take anything that is given him, stacking it on the upper shelf when it has ceased to be a gratifying thing

Data Book of Direct Advertising

You Need It Every Day in the Year!



THE only book of its kind ever published. When you see it you will wonder how you ever got along without it. It has the facts, data and figures you need every day in direct advertising and sales planning. Sent to you postpaid for \$1 on our money back offer. Send \$1 today and get the book you need most.

SEND FOR THIS BOOK

The Buckley-Dement Mail Advertising Data Book is an encyclopaedia of direct advertising—the only one. It is a reference book for your desk and for sales conferences. Filled with figures and condensed facts. The figures and facts you need. Tells you about all lists—where to get them. "The ten advantages of mail selling," given in this book are alone worth your dollar. Enables you to estimate prospects and established quotas and save time of salesmen. It will vitalize your direct advertising. It will cut cost of your selling.

Send Today

Your check is good. Read any page in the book. If you don't think it worth \$1 your money will be returned. Send today.

BUCKLEY, DEMENT & CO.

Mail Advertising Service

605 So. Clark St., Dept. B, Chicago, Ill.

to him on a lower shelf, but rather that dealer who will get the best advertising matter and make the best use of it again and again. Fly-specks never yet sold goods!


Just at this moment, while dictating, a telephone call comes from a dealer who had been promised a window display and to whom the display was not sent through some error yet to be looked up. That man is a live dealer. He is not merely passively accepting from all manufacturers valuable window display material in order to "jolly" the salesman. He is actively interested in making his windows pay, just as he feels he must see returns from newspaper space or give up the use of it.

DISPLAYS NEED "ATMOSPHERE"


The manufacturer who surrounds his trade advertising with an "atmosphere" and makes that advertising somewhat difficult to secure will get farther and get more favorable display and better confirmation of that display inside the store than he who casts his advertising bread upon the waters of trade and hopes for results by reason of the volume of stuff he gives away.

Mr. Dobbs, of the Coca-Cola Company, "said something," as the slang has it, when at the Philadelphia convention he said he would rather have a \$5,000 idea and \$500 worth of lithography than a \$500 idea and \$5,000 worth of lithography. It should be noted also that a salt solution of sane solicitation can be applied to many dealers who are not now alive to the profit obtainable by backing up national advertising with window displays.

The very last word to the passerby is the window, which makes him change from passerby to one-who-enters. It is the window display that clinches the sale nearly made by other means, and in the clinching of that sale the wise manufacturer to-day adds another nudge in the ribs by means of a circular insert in the package which is then sold. So there's a big need for care in finding out who is the live dealer.




FOR writing copy there are no pencils that can compare with the higher numbered VENUS B's. 4B, 5B, 6B have big soft leads that just tempt your hand to race across the paper, leaving in heavy, bold script some of that good stuff you have had in the back of your head, but which you before have never been in just the right mood to write.



VENUS

10¢ PENCIL



Venus pencils are the best aids any writer can find. Try them and you'll be delighted. For the stenographer there's a medium soft—3B. For general memoranda and notes the medium HB is suggested. For a fine, thin, clear line the 5B is popular. Select your own degree—17 from 6B, softest, to 9H, hardest to choose from. Specify VENUS where you buy and look for distinctive Venus water mark finish.

**AMERICAN LEAD PENCIL CO.,
NEW YORK**



Vafiadis

VAH-FEE-AH-DIS

CIGARETTES

Those Americans who have smoked our Vafiadis (Vah-fee-ah-dis) Cigarettes abroad may now obtain them in the United States — because to Liggett & Myers Tobacco Company, who import them, we have also given the sole right to manufacture them from our Cairo formula.

Theodoro Vafiadis & Co.
CALCUTTA · BOMBAY · LONDON · RANGOON · CAIRO

Packages of 10, 25c.

Tins of 100, \$2.50



Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

READ PRINTING COMPANY

HIRAM SHERWOOD, President

Is ready—pen poised, and
wits working to show some-
thing to fit your product.

106 SEVENTH AVE., N. Y.
Telephone 6396 and 6397 Chelsea

High Grade Publications AND Advertising Leaflets

ROY PRESS

WM. J. LAWRENCE
President

Beekman and Gold Streets, New York

"Lost in the Mails"

Can never happen to drawings, copy, cuts,
proofs, etc.—if the parcel is labeled with
McCourt's Gummed Labels
Insure safe delivery or prompt return.
Perforated Rolls—ready to insert in type-
writer—address is typed quicker than
scrawled by hand; always neat—and legi-
ble to everybody.

There's big advertising value in McCourt's
Labels—neat, attractive, representative.
Cost no more than the old-style flat label.
Get our prices—then ask your shipping
clerk.

New Label Book and Cabinet Catalog
Free to readers of *Printers' Ink*

McCourt Label Cabinet Co., 54 Bennett St.
H. H. BLACK, President Bradford, Pa.

*Satisfied customers are
our biggest asset*

MONROE PRESS

225 West 39th Street
NEW YORK

Typographic Service

for
Advertising Agencies exclusively

Especially equipped for
handling Advertising
Composition day and night

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK

EMBOSSING

"stands out"—An embossed cover
always stands out and makes your
catalogue out of the ordinary.

*We are specialists in
the embossing line.*

Walcutt Bros. Co.

141 East 25th St., New York City

Many of America's prominent adver-
tisers and advertising agencies like the
George Batten Co.,
J. Walter Thompson
Co., Frank Seaman,
Inc., Federal Agency
::: and others :::
requiring High Class Work use the

*Booklet
and
Catalog*

CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
Eight Ave., 33d to 34th St., New York City

ADS

our claims to render service
are expressed in our work
—and in no other way.

Hurst & Hurst Co.

Typesetters to Advertisers
145 West 45th Street, New York
Telephone Bryant 4534

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

ELECTROTYPE SERVICE IN CANADA

*Save Duty—
Save Express—
Save Delay—*

by having your Canadian electrotypes made in Canada by the

RAPID ELECTROTYPE COMPANY
OF CANADA
345 Craig St., W. MONTREAL, P. Q.

SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea 2117-2118-2229

Best Equipped Plant in New York

Guarantees you finest plates at
reasonable rates

FINE PLATES

*A good Picture
is worth a ...
Million Words*

ARTHUR BRISBANE
BEFORE THE ADVERTISERS CLUB
THE STERLING ENGRAVING CO.
NEW YORK CITY
Artists - Engravers

200 WILLIAM ST.
TEL. 2900 BEECKMAN

107th AVE AND 36th ST.
TEL. 2900 BRICKLEY

People used to say that
"a cut is a cut" until
they saw one of ours.

Metropolitan Art Craft Co.

2 Duane St. New York

Telephone Beekman 4598

"THE KIND THAT'S FIT TO PRINT"

THE advance in the price of paper
has introduced new economic
conditions in the preparation of
advertising literature. The use of

Color Illustrations

will do much to offset the increase in
the cost of paper by their superior
selling value. Advertising directors
will be interested in our service.

ZEESSE-WILKINSON CO.

Color Printers & Engravers
424-438 W. 33rd St., New York City

Photo-Engraving

in all its branches

LENZ

PHOTO-ENGRAVING CO.

Printing Crafts Building
New York

Advertising Service

"We wish to say that your service
has been all and more than you said it
would be when you solicited our business
and we naturally feel well satisfied.

Yours very truly,

Feb. 28, 1916 THE ERICKSON CO."

**THE GILL
ENGRAVING COMPANY**

140 Fifth Ave.

New York

THE COLORPLATE ENGRAVING CO.

SCRIBNER BUILDING 311-319 WEST 43rd ST.
NEW YORK

J.E. RHODES President

Phone 4460 BRYANT
4461



QUALITY COLOR PLATES

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, SEPTEMBER 21, 1916

A Contrast in Solicitation

A manufacturer of a food product not long ago wrote to two big city newspapers asking the cost of a specified amount of advertising space and concluding with the following question: "Do you think we can break into your city by means of a year's campaign in the newspapers?" The sequel afforded a very interesting contrast in methods of solicitation.

Newspaper number one replied that there was "nothing to it" but that particular medium when it came to advertising anything for the table in that city. He was told how many thousand lines of food-product advertising the paper carried, as compared with competing mediums; its circulation was analyzed from various angles, and he was told how far superior it was to that of any other paper; the wealth and responsiveness of its clientele were dwelt upon at great length. But not a constructive word was uttered as to the main object of his inquiry; the market conditions in the city. He tells

us that he read the letter with a growing sense of discouragement.

Three days later came the reply from newspaper number two. Briefly stated, the following is the information it contained:

A quotation of cost on the exact amount of space inquired for; quotations on three alternate campaigns which might be more productive, with reasons for the suggestion; circulation figures positively stated; an estimate of the total number of consumers for the product in the city; the number of retailers who might handle it; the number of competing brands on sale; the substance of special interviews with three jobbers; the population figures of the outlying buying district; the figures showing the total consumption of food products, and a fairly complete outline of the system of distribution in the city's market.

Not a word to suggest that there were no other good mediums in the city, nor that the paper in question had a larger or higher-grade circulation than any competitor. But the manufacturer had some market facts to go on; some idea as to the obstacles in the way of breaking into that market, and the means which would have to be adopted in order to accomplish it.

The advertising is definitely scheduled for this fall, and there is no need to point out the medium which will get the bulk of it. That is not the main point, however. The important fact is that the solicitation of the first paper actually discouraged the manufacturer, and, standing by itself, would probably have prevented him from doing any advertising in that particular city at all.

We have spoken before of the change which has come about in newspaper solicitations during the past few years, and the instances cited above are good illustrative examples. The principle involved, however, has a wider application than the newspaper business. The salesman in any line who learns to talk the buyer's language and to fit his proposition to the buy-

er's needs will usually succeed. The man who knocks his competitors and attempts too exclusively to promote his own special interests may not only lose the sale but may actually injure the standing of his product.

Another Recognition of a Real Competitor

Now it is the sporting - goods trade which is feeling the competition of the "movies." Instead of saving his nickels to buy bats, shinguards or skates, Young America, we are told, is letting them dribble through the window of the local picture palace. Instead of consorting with his fellows on the back lot, he is cheering the hair-breadth 'scapes of the heroine from the villain who still pursues her. He no longer eyes wistfully the tempting array in the sporting-goods dealer's window. He looks at the lurid posters which are flung to the breeze by the movie man, and goes inside. All of which no doubt does represent a certain change in boyish habits, and results in loss to the dealer in "athletic goods."

Some of the trade-papers are making an effort to counteract the tendency. They are advising dealers to stop grumbling about the movies and take some active steps toward stimulating boyish interest in outdoor sports. Dealers are urged to organize neighborhood baseball, football and hockey teams, hold scheduled games and offer suitable trophies. Liberal newspaper advertising is urged to stir up public interest in the contests. Prizes may be offered for individual prowess in skating, track events and the like. The chief object, of course, is to appeal to the idea of wholesome rivalry. When that is accomplished the sale of sporting goods will follow as a natural consequence.

The idea is a good one, and one with which manufacturers of sporting goods might ally themselves with profit. But why stop there? Why not go on to the natural conclusion that what the dealer in sporting goods has to

sell is the *out-of-doors idea*, and let us have a real campaign based upon the profits and pleasures of exercise in the open? Manufacturers might well take the lead in educating dealers to realize that whatever tends to increase the interest in out-of-door events is helping *their business*, whether the immediate sales are made by them or not. Parents might be urged to encourage their children to take part in out-of-door games for the sake of their physical and mental benefits. The opportunities for constructive copy are almost limitless, and if only a few of the leading manufacturers put their shoulders to the wheel the results, we think, would represent increased profits to all concerned.

Undoubtedly the competition of the movies is serious—and so is the competition of the furniture dealer, the haberdasher and the department store, to say nothing about the coal man and the grocer. The real competitor of the sporting-goods manufacturer and dealer is the rival product far more than the rival concern in the same line of business.

Success That Is More Apparent Than Real

"The most popular dealer electro we ever had," said a stove manufacturer the other day, "was one which featured our product in combination with a certain well-known line of kitchen utensils. The demand for it ran 'way ahead of any other electro we ever offered, and we planned a whole series of similar ads to feature various other products carried by hardware dealers in connection with our stoves. The scheme looked mighty promising until we began to hear from our salesmen. It seems that they had been receiving some good tips from the salesmen for other lines of kitchen utensils, and our combination ad put a very effective damper upon that form of voluntary co-operation. Furthermore, it occurred to us that these other salesmen might take it upon themselves to knock our line in places where it would do us harm. So in spite of its popularity among

the dealers, we discontinued the combination electro in favor of less dangerous material."

A good many schemes are like that; mighty persuasive on the surface, and theoretically sound, but in practice they are loaded with trouble. We know a manufacturer of goods which are sold to men, largely through stationery stores. Why should he not broaden his outlets by taking in other men's stores, such as haberdashers' shops? He sounded out a few leading retailers of men's furnishings, and the results were encouraging. Finally he tried out the scheme in a certain city and watched the sales sheets.

In six months the total sales in that locality had fallen off enough to show him that the scheme was a failure. But why? Simply because the stationers were pushing competing lines. They didn't write in to the factory in protest. They simply put their energy behind the other lines when they discovered that the men's furnishings store was breaking over into their preserves. Even a scheme that works is good only after the balance is struck and the net results shown to be beneficial.

"Entirely Unjustified"

We have repeatedly set forth our belief in publicity for what is known as "big business." We have stated to the best of our ability the reasons why the public has a natural and legitimate curiosity concerning the management of large corporations. We have attempted to show how that curiosity, when baffled, is bound to satisfy itself with imaginings which are extremely likely to work harm. Without claiming any undue credit in the matter, we have seen corporation after corporation revise its policy and set to rest idle rumors and vague suspicions by the timely use of advertising. There are still, however, many concerns who still believe that in secrecy lies safety, and for the benefit of such we cannot resist quoting some part of an article recently printed

in one of the leading financial publications. It begins as follows:

"There is danger that some incorrect impressions of what actually transpired at the annual meeting of the American Hide & Leather Co. in Jersey City last week may have crept into the minds of the financial public. Hardly one of the many published accounts has contained the exact information."

Further on we run across such phrases as these: "The impression seems to have gained ground"; "in some mysterious way"; "entirely unjustified"; "expressly repudiated"; "it was made to appear"; "another impression which seems to have obtained a hearing"; "wrangle with some excitable minority stockholders"; etc., etc.

The gist of the article is to the effect that the flying rumors of trouble are entirely unwarranted. But they are important enough to warrant a denial on the front page of a strong financial medium, which ought to be pretty good evidence that they are considered dangerous. And it hardly seems necessary to ask which is the wiser policy: to rely upon the gratuitous explanation of some financial editor, or to publish a straightforward statement of the real facts over the company's name.

Associated Business Papers Appoint Secretary

Jesse H. Neal, of New York, has been appointed the first executive secretary of the Associated Business Papers. He will shortly open national headquarters in that city. The preparation of a survey of the business press is contemplated, together with the fields covered.

Mr. Neal has been connected for over three years with the Root Newspaper Association, in Cleveland and New York. He had previously been associated with St. Paul newspapers and manufacturers.

The annual convention of the Associated Business Papers will be held in New York, October 26, 27 and 28.

Swan & Finch Will Advertise

Swan & Finch, New York, manufacturers of lubricating oils, have appointed J. D. Barnhill, Inc., their advertising agent, preparatory to conducting an advertising campaign.



A SERVICE THAT IS YOURS FOR THE ASKING

WHETHER an advertising agent or an advertiser you are entitled and welcome to the service of our Sales Promotion Department.

Say the word and we will put at your disposal the service of our copy men, our art staff, our photographers, our compositors, our layout men—in short, our complete equipment in men, brains and *specialized experience*. And all this service is as free as the air you breathe!

The work of this department combined with the wonderful selling service given each week by THE IRON AGE to the iron, steel, foundry, machinery and metal working fields has made THE IRON AGE the biggest advertising medium the world has ever known; with 314 pages in the advertising section of the July 6th issue and a total of 1,046 pages in the advertising section of the four July issues; 324 pages August 3d and a grand total of 1338 pages in the advertising sections for the five issues in August.

A record unequalled by any other trade paper in existence.*

How shall we address our Buying Unit Booklet?

*THE IRON AGE issue of September 7th is just off the press.

It carries 382 pages in the advertising section. 'Nuff said.

THE IRON AGE, 239 W. 39th St., New York City
(Member of the A. B. C.)



Team Work Between Trade and Corporate Names

Frequently It Is Found Useful, in Trade-mark Controversies, to Have Them Similar—Quaker Oats Company Helps Trade-name Controversy Because of Company's Name

MANUFACTURERS are realizing the increasing importance of having their corporate names square with the names of their products.

The idea of linking up trade-names and trade-marks with an advertiser's corporate name may not be exactly a new one, but certainly this sort of "team work" has received more attention lately than ever before.

Perhaps the most convincing testimonial of an advertiser's realization of the importance of having the names similar is afforded by the experience of the Quaker Oats Company. Some years ago the concern that manufactures Quaker Oats was known as the American Cereal Company. But the public, it is related by officials of the corporation, insisted on calling the American Cereal Company the "Quaker Oats Company." In deference to that inclination there was made a formal change of name from the American Cereal Company to the Quaker Oats Company.

CHANGE OF NAME FORTUNATE

Only lately has it come out that the manufacturers of Quaker Oats builded more wisely than they knew when they changed the company name. As has been duly reported in *PRINTERS' INK*, representatives of the Society of Friends have been busily engaged for two years or more in an effort to induce Congress to enact legislation that would prevent the use for purposes of trade of the name of any church or religious denomination,—the sanctity of "Quaker" being especially sought. In this predicament the producers of "Quaker Oats" have obvi-

ously strengthened their case by the inclusion of the word "Quaker" in the corporate name. That is not saying, either, that the concern would not have been all the better fortified for this emergency if it had adopted the name Quaker Oats Company in the beginning, or without waiting until the public virtually took the matter into its own hands.

OTHER CASES POINTING IN SAME DIRECTION

The difficulties that sometimes beset an advertiser, as in the "Featherbone" situation, after the trade-name has been thrown into the public domain by expiration of the patent, also counsel forethought on the part of advertisers with a view to effecting a parallel between corporate name and trade-name to their mutual defensive advantage. Incidentally it may be noted that but recently the trade-name "Ehret's Slag Roofing" was preserved to the original user more by good luck than good management. "Ehret's Slag Roofing" was the subject matter of a patent which expired in 1885, and which was not owned, more's the pity, by a concern bearing the name "Ehret Slag Roofing Company," but by a corporation bearing the less suggestive name, the Warren-Ehret Company.

Lately along comes a rival corporation that had made the move that the pioneer neglected to make by taking the name Ehret Roofing and Manufacturing Company, and applies for the cancellation of the trade-mark registration on "Ehret's Slag Roofing." Its plea was that the words have come into wide commercial use as applied descriptively to an article manufactured and sold under an expired patent. The Examiner of Interferences in the Patent Office granted the application and allowed the cancellation, but the Commissioner of Patents, who saw fit to consider personally this important case, overruled his subordinate. But witness by what a narrow squeak the victor won. Commissioner Ewing said that the fact that the patent on the roofing material expired prior to the

beginning of the ten-year period (which ten-year use made possible the registration of the descriptive phrase) distinguished this case from the oft-cited case of the Heaton-Peninsular Button Fastener Company vs. the Independent Button Fastener Company.

The trade news of the day yields one more especially striking illustration of how the wise choice of a corporate name can aid an advertiser to put to rout trespassers on his trade-mark. This experience came to the Paramount Knitting Company. The concern in question was roused to action by the discovery that a trader known as the Par-amount Shirt Shops, Inc., was attempting to register the word "Paramount" as a trade-mark for dress, negligée, work and other shirts. An "opposition" was filed and this was allowed by the Examiner of Interferences and in turn by the Commissioner of Patents, who, in reviewing the case, mentioned the Ford Motor Company case and also the recent case of the United Drug Company, which likewise involved this issue of trespass on a corporate name.

What renders this current "Par-amount case" unique and particularly interesting at this juncture is that the Par-amount Shirt Shops sought to overcome the objection of the Paramount Knitting Company by the contention that the property right in the name of a corporation is different from the property right in the name of an individual (as in the Ford case). However, this was of no avail. The Paramount Knitting Company, in opposing, explained that although it has been manufacturing and selling hosiery it is authorized by its charter to make "knit goods and fabrics." This seems to point the moral that it may be well worth while to not only link the corporate name and the trade-name as closely as possible, but also to obtain upon incorporation a charter broad enough in its scope to take in all the members of a "family" of products that it may be ultimately desired to adopt.

On Hand

We have taken over the contract of a large advertiser, and have thus acquired approximately

600 Reams of

WHITE COATED

Satin Finish

Size and weight 40½ x 56-215/500

We offer this paper, subject to prior sale, in case lots (approximately 3 reams to a case), and will be pleased to furnish samples and prices.

C. E. RUCKSTUHL

27 East 31st Street, New York City
Phone Madison Square 3620

Advertising Service Man

Progressive agency has opening for live young man who can write and design selling copy and give service to high class clientele in a city of opportunities.

Tell us what you have done—your age and salary required.

"Canadian"

Box 121, Printers' Ink

FOR SALE — 6 Years' Experience In Advertising

—plus the ability to work—work full days, holidays, overtime, any time—cheerfully. I am not brilliant or clever, but I can do *Good Work!*

I have been under one man for four years. Two years ago when he was made General Manager I was promoted to Advertising Manager!

I want a job as assistant to the Advertising Manager of a Large Concern—one that manufactures a commodity and advertises it nationally preferred. I know Mail-Order Methods, Newspapers and Magazines, Rates. Generally familiar with Paper and Printing. Office Systems. Can write fair copy. Can meet people—diplomatic, with a still tongue.

26, American born, unmarried, college man. The salary you think fair will suit me.

Now employed. Entirely satisfactory relationship with present firm. Excellent references.

"E. E.," Box 119, Printers' Ink, New York.

Art Man Wanted—

for advertising agency. His qualifications must include:

Ability—to sketch dummy layouts.

—to originate new ideas.

—to take an idea and conceive an art treatment for it.

Knowledge—of art buying and where the best art may be had.

Personality—to deal with both artists and the agency's clients.

Address "A. K.," Box 122
Care Printers' Ink

Goes to Consumer to Determine Possible Market

The Simmons Company, of Kenosha, Wis., which has been conducting a national campaign on its metal beds this year, has been developing some interesting results regarding the advertising. In describing for the benefit of dealers the effect of the publicity work, the company said:

"The object of the Simmons advertising campaign has been, and is, to establish a standardized consumer market; a market ready and awaiting the display of Simmons models; a market appreciative of values and ready to buy without the incentive of cut prices and decreased profits.

"In studying market conditions, we wrote to 1,000 women. We wanted to find out just what effect our national advertising to consumers was having, so we asked definite questions. This is the way those who replied answered: 75 per cent preferred metal beds; 14 per cent preferred wood beds; 11 per cent failed to answer the question. Sixty per cent had seen Simmons advertising and were interested—might buy if they had a chance to examine the beds themselves."

"We present these figures to the retail furniture dealers of America as proof that six out of ten are possible customers for Simmons beds."

Specialty Men Advocate Research Work

An important measure of constructive character adopted at the thirteenth annual convention of the National Association of Specialty Manufacturers in Chicago, September 12th to 14th, was the voting of a special appropriation for research work. The purpose of this work is to secure statistics showing the amount of advertising specialties and calendars used by advertisers annually and the returns secured from their use.

The convention was attended by 250 advertising specialty men and was divided into three general sessions and fourteen departmental meetings.

Theo. R. Gerlach, of the Gerlach-Barklow Company, and H. S. McSaveney, of the Elwood Myers Company, were re-elected to the offices of president and first vice-president, respectively. Other officers elected were E. B. Danson, of the Kemper Thomas Company, vice-president, and F. M. Herrick, of Taylor Brothers, Inc., treasurer.

Sacks Will Handle Raybestos

After November 1st, 1916, the advertising account of The Royal Equipment Company, Bridgeport, Conn., manufacturer of Raybestos brake-lining, will be handled by The Sacks Company, Inc., New York.

R. M. Wilem, at one time connected with Powers & Armstrong, The Geisinger Company and Bayer-Stroud, has been appointed office manager of the Sacks Company.

GETTING RESULTS



GENERAL OFFICES
SAN FRANCISCO

CHILLIARD'S "SPERRY"
4500222474m 17-50108
LEADS TO SUCCESS
TWO CODE

SPERRY FLOUR CO.

MILLS
TACOMA
SEACON
VALLEJO
CHICO
HARTFORD
FRESNO
SALINAS
MEXICO
LOS ANGELES

Stockton, Cal.
May 6, 1916.

American Multigraph Sales Co.,
Cleveland, Ohio.

Attention Mr. Thrift.

Gentlemen:-

Your letter of the 3rd inst. is hereby acknowledged and we are indeed more than pleased to send you fifty copies of the circular referred to, under separate cover. We are also taking the liberty of enclosing other matter printed on the Multigraph, as well as reprints of some of our advertisements in order that you can see the thorough way in which we use the follow-up system.

We take particular pride in our little department and have with our direct by mail advertising increased the sale of our poultry feeds over 100% the past year.

Yours truly,

SPERRY FLOUR CO.

A. Buchmister
Stock & Poultry Feed Dept.

ACT/V.

*This is what I call
getting results
Olin Thrift*

If you want to know how the Multigraph will fit your business (regardless of its size) for letter work or real printing, write your name, full address and business plainly in the white space, and mail. Cost from \$200 to \$750 according to what you need. Easy payments.

The American Multigraph Sales Co.
Cleveland
Ohio

The Little Schoolmaster's Classroom

THE Schoolmaster wonders how many long-established concerns have ever thought of making a collection of the advertising "relics" of former years which would serve as a sort of advertising museum. Of course every concern has (or should have) its scrap-books which give a record of the copy run and the printed matter used at various stages of its history, but they are generally loaded away in the vaults somewhere and are only trotted out when some question comes up as to priority of trade-marks or the like. They aren't generally accessible either to the employees of the company or to its customers and visitors—and yet some of those old advertising records might be of considerable interest if they were judiciously selected and properly displayed. The Schoolmaster brings up the subject because he knows one concern—Valentine & Co., the varnish makers—which has spent a good deal of time and effort in making a collection of its advertising relics, some of which originated more than fifty years ago. According to H. C. Bursley, who has the work in charge, the interest displayed in the "museum" is well worth the trouble taken to round up the material and display it where visitors and employees can examine it.

* * *

A good many of the exhibits represent what would come under the head of "stunts" to-day. The ideas originated in the mind of Lawson Valentine, the first man of the name in the business, and no record was kept of them. So the company is continually discovering new facts about its own history. For example, Mr. Bursley tells the following incident.

"A few weeks ago one of our vice-presidents was calling on the Valentine agent on the Pacific Coast.

"I have a little 200-pound sou-

venir to show you," said the agent. 'It is one of the Valentine ads and it should be in your collection, but you will have to pay the freight to New York. I am willing to give it up, but I refuse to pay the freight.'

"The 'souvenir' was a cast-iron park bench of immense weight and strength, with the Valentine trade-mark cast into the back. This park bench dates back to a period beyond the memory of anyone now living. No other samples of the bench have ever been seen. No one dares to venture a guess as to the number of benches cast or the use to which they were put. There it is in the Valentine advertising museum and it is likely to stay there because it is very heavy, and it is likely to last a long time because it is made of materials that are long-lived."

* * *

Another exhibit consists of an assortment of keys, each bearing a tag with the inscription: "We have locked up the factory and sent you the key. We shall not open the shop until you return the key with an order." That was another of Mr. Valentine's stunts. He bought several thousand keys of odd and discarded patterns from P. & F. Corbin and sent them out to his customers. There are of course great numbers of magazine, newspaper and trade-paper ads, copies of early house-organs, diplomas and awards going back to 1859, price-lists dating from 1855, etc. Considerable prominence is given to wood-cut reproductions of drawings by Winslow Homer and F. S. Church, some of the early illustrators who worked for the company. Some of the old ideas have been found good enough to be worked over to-day. For example, Mr. Church, some forty years ago, drew a series of silhouettes depicting in humorous fashion some common railway and carriage trade terms. When the pos-

ter-stamp craze was at its height the company issued several million stamps bearing those old silhouette designs.

* * *

Of course the interest in such a collection is chiefly sentimental, but it has its practical results. The visitor who is left to browse

about in the "museum" while waiting his turn in the front office is not likely to find his respect for the prestige of the house diminishing, and the same thing is likely to be true as regards the employees. Other concerns may have done the same thing, of course, but the Schoolmaster

"Our Mental Habits"

What effect have they on our business efficiency? Dr. Kent answers this question in a series of articles just commencing in GOOD HEALTH. Want them? Ask me. I'll fix you up—no charge, if you're a "man who decides" about the investment of advertising appropriations. To others, the price of GOOD HEALTH is \$2 a year NOW—will be \$2.50 beginning with the January issue.

Advertising
Manager

GOOD HEALTH 1809 W. Main Street
Battle Creek, Mich.

Printing Papers of Excellence

Clarke & Company
225 Fifth Avenue
New York

General Sales Agent for Book Papers
Manufactured by Crocker, Burbank & Co.

Making Letters Pay System

Endorsed by 2,500 leading concerns. 1,000
letter ideas for \$10. Write for free trial offer.

EDWARD H. SCHULZE, 220 W. 42nd St., New York

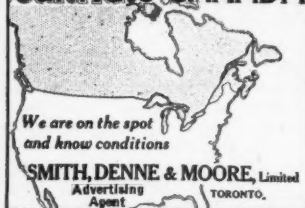
Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

Cultivate CANADA



PAUL BROWN COMMERCIAL ARTIST

456-4th AVE.
NEW YORK.

ROOM 504
PHONE
1732 MADISON SQ.



Opportunity for Young Salesmen

Several young ambitious salesmen wanted to sell a line of high grade automobile specialties and to develop into district managers. Unusual opportunity for advancement. Must be live wires. Salary and commission basis.

Address:

"C.M.," Box 120, care of Printers' Ink.

Type Effects

—ads that **ATTRACT!**
We specialize in advertising typesetting, with a wide variety of type, etc.

Night and Day Service

A. R. ARKIN & CO.
732-736 Federal Street, CHICAGO

doesn't remember to have run across anything like so complete a collection before.

* * *

Copy-writers who seek a way to tell it all without seeming to say too much can find a hint or two here. The art of suggestion by inference and avoidance of the reference direct can be carried to great lengths, but the Schoolmaster admits the extreme has been reached in the following dialogue between two Cockneys, which he picked up from the lips of a Dublin man. Where the latter found it, he doesn't know and therefore cannot assign credit where credit is due.

As a scientific exposition of the subtleties of omission he regards it as a masterpiece. Devoid of all intonations and Cockney inflections, it runs as follows:

"D'ye recollect old wot's-is-nime?"

"'Im with the collar?"

"Aye."

"Wot abaht 'im?"

"Oh, 'e just went down, you know. They give 'im wot-you-call-it. Didn't 'arf get it, I don't think."

"Really?"

"'Adn't you 'eard, then?"

"I did 'ear sumfin, but no de-tiles, not afore now."

* * *

Our good friend, Cyril Nast, advertising manager of the New York Edison Company, has uncovered another of the "everybody knows us" fraternity. In his characteristic vein he writes to the Schoolmaster:

"Every day I ride to and from the city in an automobile (belonging to somebody else) and have noticed a signboard on the Pelham Parkway, on the right side of the road going toward home.

"This very elaborate advertisement advertises (?) Murray's. The only address given is 'the coolest spot south of the North Pole.' Isn't this rather a vague address and do you not think it pretty thoughtless advertising?"

* * *

And now comes Brother Hart, of the *American Sunday Maga-*

sine, enclosing a letter from a would-be advertiser who wants his copy inserted on a basis of 50 per cent of the "returns" it produces. "This particular pest is most persistent in these kind of letters," says Mr. Hart. "His average is about one a month. What will we do with him?"

* * *

The Schoolmaster doesn't know of anything that can be done with him except to let him run his course. If he is consistently following the policy suggested in his fifty-fifty proposition, he is auto-

matically limiting his advertising to such mediums as will accept copy on that basis, and the prospects of a successful campaign are not what you would call bright. Of course he has a very narrow and perverted idea of advertising, and his notions regarding the publishing business are about on a par with it. But the Schoolmaster doubts if it is worth while to try to "do anything with him." He merely wants to gamble on a sure thing, that's all, and fellows of that stripe are pretty hard to educate.

Two Thousand and Fourteen

National Advertisers make
their annual appropriations
in the month of November.

Do you know who they are?

We do.

Standard Register of National Advertising

MINERS' BANK BUILDING, WILKES-BARRE, PA.

10 EAST 43rd ST.

Tel. Murray Hill 496

NEW YORK CITY

Advertisers Wanting to Know
What's What in

CANADA

can depend on the data in LYDIATT'S BOOK—Independent of any agency or publisher—trade statistics, adv. rates, circulation and other indispensable information. Recognized authority. 350 pages, leather-bound. \$2 Postpaid. W. A. LYDIATT, 53 Yonge St., TORONTO, CAN.

Over 30 college papers are published weekly or oftener in Ohio and Pennsylvania; 17 in New York; 8 in California. We will make a combination rate covering any state or territory.

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Phone 1429 Murray Hill

"GIBBONS Knows CANADA"

Classified Advertisements

BALLOONS

Ask AMERICAN BALLOON CO., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

BILLPOSTING

10¢ a Sheet Posts R.I.
SMALLER & PELLASER BOARDS LISTED GUARANTEED SHIPING ADDRESS LAFAYETTE BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

BOOKLETS AND CATALOGUES

A sample case of attractive envelope booklets that cost little, due to standardized manufacturing, will be sent upon request of business firm enclosing 10c. Money back if not satisfied. The Dando Company (Manufacturers), 34 S. Third street, Philadelphia, Pa.

Foreign languages copy service. Translations and original copy; Spanish, Portuguese, Italian, French catalogues, booklets. Not merely a translation bureau, but an organization of technical specialists, who know foreign markets. Estimates furnished. Foreign Trade Service, Inc., 1 Broadway, N. Y.

COLLECTIONS

For Advertising Agencies, Publications, etc. **RE\$ULT\$** everywhere. Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

FOR SALE

FOR SALE.—ONE HOE CURVED Casting Box; one Curved Shaving Machine, 17½ x 21½, with 3-hp. Sprague Motor. Box 740, care Printers' Ink.

FOR IMMEDIATE SALE
 ELLIOTT-FISHER BOOKKEEPING AND BILLING MACHINE. Purchase price complete with desk and 5 totalizers, \$1000.00. Will sell for \$300 cash. H. P. Selman & Co., Louisville, Ky.

HELP WANTED

WANTED: EXPERIENCED HARDWARE ADVERTISING MAN

Must be capable of analyzing merchandising problems and preparing copy which will appeal to the hardware trade. Of pleasing personality, willing to travel and able to meet big men and discuss their problems intelligently. Only men of experience and mature years need apply. Write us, stating age, experience, all qualifications and salary desired. Address your reply to Box 739, P. I.

ADVERTISING CANVASSER wanted, familiar with medical and drug field, by leading medical publication; permanent, profitable position for man with experience and ability. State age, experience and salary wanted. Address Medical Publisher, Box 745, P. I.

Trade paper wants experienced man, understanding news gathering, writing advertising copy, catering to old clients, and working on new clients. Excellent opportunity on established New York trade journal. State salary and references. Address Box 750, P. I.

COPY WRITER WANTED

As assistant in Service Department of rapidly growing Direct Advertising and Printing Organization in the East. Prefer some one now with Agency, but who seeks broader opportunity. Actual ability to deliver the goods will measure salary; moderate at start. Amateurs or theorists needn't apply. Send samples and tell complete story first letter. Photo if possible. Confidential. Box 742, care Printers' Ink.

For a Writing Man

For a writing man with personality, an unusual command of English, judgment, adaptability and keen energy, we have an opportunity as big as they are made. If you have the qualifications, and think you would enjoy becoming the junior member of a hard working team producing good stuff that gets the business for a large and rapidly growing concern of high commercial ideals and standards, write a letter to prove your right to an interview. Box 785, care of PRINTERS' INK.

P. S.—The deadline is 30 years. If you have passed it don't waste your time or ours.

POSITIONS WANTED

EDITOR, special writer.—Virile, vivid, experienced, responsible. City or vicinity. Moderate. Reid, 1025 Welling st., Richmond Hill, N. Y.

SEND FOR COMMENT

on sales letters. General experience. Will prove worth to right house at \$40. Box 757, care of Printers' Ink.

Manufacturing Man

desires to locate with Advertising Agency or Commercial House. Has had 10 years' practical experience in the manufacture of all kinds of printed matter. Printing Estimator for 6 years. Knows Paper and Photo-engraving and has an expert practical knowledge of all lines of the Printing Industry. Box 746, care of Printers' Ink.

An advertising manager who has had retail, wholesale and mail-order experience, wants New York City position. Full particulars at interview. Address Box 756, care of Printers' Ink.

WANTED POSITIONS FOR

High-grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, Tel., Cort. 4968.

Experienced advertising salesman and correspondent desires position with Trade Journal, Magazine or Manufacturer. Fine personality, efficient, enthusiastic, adaptable. Box 753, P. I.

ABLE ASSISTANT in advertising department (25), executive type; seven years' business training; familiar all forms of advertising, copywriter, stenographer. Write him. Box 752, P. I.

Advertising writer and manager; 15 years' experience; highly recommended; newspaper, magazine and sales promotion campaigns; seeks part time connection on reasonable basis. Box 751, care of Printers' Ink.

RESOURCEFUL EXECUTIVE

Seasoned man of ideas experienced in Sales, Advertising, Credits, Office Management. Aggressive, tactful and capable of taking initiative. Box 748, care of Printers' Ink.

Advertising Representative now covering Eastern territory for leading metropolitan daily offers his services on salary or commission basis to publisher seeking representation in this field. Representative, P. O. Box 504, Madison Square, New York.

FOOD ADVERTISERS

Alert young man with broad experience in sales and special food publicity training wants to handle your sales and advertising work. Results to determine compensation. Address Box 741, Printers' Ink.

Want Representation in the South and West

Young business man will leave Sept. 18th for New Orleans and the Coast, touching all the principal cities. Will handle several meritorious lines. Apply to A. W. Benz, Conshohocken, Pa.

EXPERIENCED SALES AND ADVERTISING MGR.

Not an unequalled wonder but a young, conscientious, intelligent manager and handler of men, methods, and systems devised to increase and hold sales. Will be open for engagement Oct. 1st. Reply to A. W. Benz, Conshohocken, Pa.

Are you looking for an advertising manager for a manufacturing or similar concern? I am desirous of making a connection with an A1 growing house in the capacity of advertising or assistant advertising manager. I am 25 years old, six years' experience soliciting and with agencies. Write for appointment. Box 730, Printers' Ink.

Advertising and Sales Assistant. Good copywriter, correspondent and detail man. Seven years' advertising and selling experience with manufacturer. Now engaged. Seeks larger opportunity. Age 31, single. Box 749, care of Printers' Ink.

FIRST CLASS TALENT

Executive open engagement January, 1917. Meritorious record national advertising, merchandising analysis, house organ editing, sales and dealers promotion planning. Advertising manager for two largest advertisers in U. S. Mature judgment, good writer, large organization experience, university education, married, age 36, abstainer, aggressive American. Expert vigorous service for first class salary. M. Rolston, 52 Irving Place, New York City.

A WELL-EDUCATED, EXPERIENCED ADVERTISING MAN WITH FORCE AND PERSEVERANCE TO CREATE AND BUILD UP BUSINESS IS OPEN FOR AN OFFER FROM A FIRST-CLASS ADVERTISING AGENCY. HE IS A BUNDLE OF NERVE AND ENTHUSIASM, QUICK TO GRASP THE SELLING VALUE OF A PRODUCT AND CAPABLE OF SUGGESTING NEW MERCHANDISING WAYS AND MEANS. HE IS A COLLEGE MAN, 31 YEARS OF AGE, WITH SEVEN YEARS' NEWSPAPER AND ADVERTISING EXPERIENCE; AND CAN GIVE A CREDITABLE ACCOUNT OF HIMSELF. SEND FOR HIM, BECAUSE YOU NEED HIM AS MUCH AS HE NEEDS YOU. PRINTERS' INK, BOX 744.

I CAN HELP YOU IN YOUR BUSINESS!

I've had thorough experience in planning and managing selling campaigns through salesmen, advertising and business-getting letters.

I have also successfully handled important negotiations involving large responsibilities and requiring general executive efficiency.

Those with whom I have been associated and with whom I have done business will bear witness to the foregoing, including the concern which I purpose leaving for something offering greater possibilities, either in New York or elsewhere.

EXECUTIVE, Box 781, care of Printers' Ink.

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